

MISSOURI GOP PRIMARY VOTERS - MAY 2024

S1. First, which one of the following best describes how you usually vote?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|--|-------------|-------------|---------------------|-----------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------------|-------------|-------------------|-------------|-------------------------------|----------------------|--------------|----------------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Reps | tot. Reps | Ind/ dont know |
| Mostly or only for Republicans | 292 73% | 107 70% | 62 69% | 53 78% | 70 78% | 15 81% | 44 68% | 43 68% | 37 67% | 24 78% | 40 68% | 42 83% | 46 82% | 147 74% | 145 72% | 72 72% | 64 76% | 156 72% | 66 72% | 81 75% | 69 76% | 75 69% | 292 100% | - | 292 85% | - |
| A few more Republicans than Democrats | 52 13% | 22 14% | 11 13% | 8 12% | 11 12% | 3 13% | 12 18% | 8 13% | 6 11% | 3 9% | 10 17% | 7 13% | 5 8% | 22 11% | 30 15% | 14 14% | 8 10% | 30 14% | 9 10% | 13 12% | 13 15% | 17 15% | - | 52 100% | 52 15% | - |
| Total Republicans | 344 86% | 128 85% | 73 82% | 62 90% | 81 90% | 18 94% | 55 87% | 52 81% | 43 78% | 27 87% | 50 85% | 49 96% | 50 90% | 170 85% | 175 87% | 86 86% | 72 86% | 186 86% | 75 82% | 94 88% | 83 90% | 92 85% | 292 100% | 52 100% | 344 100% | - |
| Total Independent/don't know | 56 14% | 24 15% | 16 18% | 7 10% | 9 10% | 1 6% | 9 13% | 12 19% | 13 22% | 4 13% | 9 15% | 2 4% | 6 10% | 30 15% | 25 13% | 14 14% | 12 14% | 30 14% | 17 18% | 13 11% | 9 10% | 17 15% | - | - | - | 56 100% |
| The person/Independent | 52 13% | 22 14% | 15 17% | 7 10% | 9 10% | 1 6% | 7 11% | 12 19% | 13 22% | 3 10% | 9 15% | 2 4% | 5 9% | 29 15% | 23 12% | 13 13% | 11 13% | 28 13% | 17 18% | 12 11% | 7 8% | 16 15% | - | - | - | 52 94% |
| Don't know | 3 1% | 2 1% | 1 1% | - | 1 1% | - | 2 2% | - | - | 1 3% | - | - | 1 1% | 1 1% | 2 1% | 1 1% | 1 1% | 2 1% | - | 1 1% | 2 2% | 1 1% | - | - | - | 3 6% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

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| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---------------------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Mostly or only for Republicans | 292 73% | 92 71% | 107 68% | 93 83% | 195 87% | 68 57% | 262 76% | 22 48% | 132 79% | 50 61% | 73 75% | 19 71% | 97 77% | 195 71% | 264 76% | 25 52% | 102 77% | 27 67% | 163 72% | 200 78% | 40 64% | 52 65% | 142 75% | 29 77% | 121 70% | 198 72% |
| A few more Republicans than Democrats | 52 13% | 15 12% | 26 16% | 12 11% | 14 6% | 27 23% | 41 12% | 12 26% | 19 12% | 15 18% | 8 8% | 5 19% | 14 11% | 39 14% | 34 10% | 18 38% | 15 12% | 10 24% | 27 12% | 28 11% | 11 18% | 13 16% | 25 13% | 5 14% | 23 13% | 39 14% |
| Total Republicans | 344 86% | 107 83% | 133 84% | 105 94% | 208 93% | 95 79% | 303 88% | 33 74% | 151 91% | 65 79% | 82 84% | 24 91% | 111 87% | 234 86% | 298 85% | 43 90% | 117 89% | 37 90% | 190 84% | 227 89% | 51 82% | 66 81% | 166 88% | 34 90% | 144 84% | 237 86% |
| Total Independent/don't know | 56 14% | 23 17% | 26 16% | 7 6% | 16 7% | 25 21% | 41 12% | 12 26% | 15 9% | 17 21% | 16 16% | 2 9% | 16 13% | 39 14% | 51 15% | 5 10% | 15 11% | 4 10% | 37 16% | 29 11% | 11 18% | 15 19% | 24 12% | 4 10% | 28 16% | 38 14% |
| The person/Independent | 52 13% | 22 17% | 24 15% | 6 6% | 15 7% | 22 19% | 38 11% | 12 26% | 15 9% | 17 21% | 14 15% | 2 6% | 16 13% | 36 13% | 48 14% | 4 9% | 15 11% | 3 8% | 34 15% | 29 11% | 11 18% | 13 16% | 22 12% | 4 10% | 27 15% | 35 13% |
| Don't know | 3 1% | 1 1% | 2 1% | 1 1% | 1 * | 3 2% | 3 1% | - | 1 * | - | 2 2% | 1 3% | - | 3 1% | 3 1% | 1 1% | - | 1 2% | 3 1% | 1 * | - | 2 3% | 1 1% | - | 2 1% | 2 1% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

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| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|--|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Mostly or only for Republicans | 292 73% | 45 81% | 74 83% | 59 73% | 111 65% | 171 80% | 33 86% | 34 70% | 54 55% | 101 79% | 30 87% | 31 69% | 45 53% | 128 79% | 54 72% | 46 83% | 99 76% | 25 77% | 168 71% | 65 72% | 101 77% | 165 75% | 62 66% | 65 76% | |
| A few more Republicans than Democrats | 52 13% | 4 7% | 7 8% | 12 15% | 29 17% | 18 8% | 4 11% | 8 17% | 22 23% | 9 7% | 3 9% | 8 18% | 18 22% | 14 8% | 13 17% | 3 5% | 15 12% | 4 12% | 33 14% | 18 20% | 13 10% | 31 14% | 12 12% | 10 11% | |
| Total Republicans | 344 86% | 48 88% | 81 91% | 72 88% | 140 82% | 189 88% | 37 97% | 42 87% | 77 78% | 110 86% | 33 97% | 40 87% | 63 74% | 141 87% | 66 89% | 48 87% | 115 88% | 28 89% | 201 85% | 83 92% | 114 87% | 197 89% | 73 79% | 74 87% | |
| Total Independent/don't know | 56 14% | 6 12% | 8 9% | 10 12% | 30 18% | 27 12% | 1 3% | 6 13% | 22 22% | 18 14% | 1 3% | 6 13% | 22 26% | 20 13% | 9 11% | 7 13% | 16 12% | 3 11% | 37 15% | 7 8% | 17 13% | 25 11% | 20 21% | 11 13% | |
| The person/Independent | 52 13% | 6 12% | 7 8% | 8 10% | 29 17% | 25 12% | 1 3% | 5 10% | 22 22% | 17 14% | 1 3% | 5 10% | 22 26% | 18 11% | 8 11% | 7 13% | 15 12% | 3 8% | 35 15% | 5 6% | 17 13% | 22 10% | 20 21% | 10 12% | |
| Don't know | 3 1% | - | 1 1% | 1 2% | 1 1% | 2 1% | - | 1 3% | - | 1 1% | - | 1 3% | - | 2 1% | 1 1% | - | 1 1% | 1 3% | 2 1% | 2 2% | - | 2 1% | - | 1 1% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

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| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|--|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Mostly or only for Republicans | 292 73% | 56 73% | 71 74% | 127 73% | 27 63% | 137 75% | 9 72% | 181 73% | 96 74% | 188 72% | 86 76% |
| A few more Republicans than Democrats | 52 13% | 15 19% | 11 11% | 26 15% | 7 15% | 20 11% | 4 28% | 33 13% | 14 10% | 36 14% | 12 11% |
| Total Republicans | 344 86% | 71 92% | 82 85% | 153 88% | 34 79% | 158 86% | 13 100% | 214 86% | 110 84% | 224 86% | 99 87% |
| Total Independent/don't know | 56 14% | 6 8% | 14 15% | 20 12% | 9 21% | 26 14% | - | 34 14% | 20 16% | 35 14% | 15 13% |
| The person/Independent | 52 13% | 5 7% | 14 14% | 19 11% | 9 21% | 24 13% | - | 32 13% | 19 14% | 34 13% | 13 12% |
| Don't know | 3 1% | 1 1% | 1 1% | 1 1% | - | 2 1% | - | 2 1% | 1 1% | 2 1% | 1 1% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

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S2. IF S1=RESPONSE 3 OR 6 (PERSON/INDEPENDENT/DON'T KNOW): If the election were held today and there was only a Republican and a Democrat on the ballot, which one would you lean toward?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|------------|------------|-------------|-------------|-------------|-----------|-----------|-----------|------------|------------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------------------|----------------|------------|---------------|
| | TOTAL | Saint Louis | Kansas City | Springfield | elsewhere | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | most tly Reps | more than Dems | total Reps | Ind/dont know |
| Republican | 56 100% | 24 100% | 16 100% | 7 100% | 9 100% | 1 100% | 9 100% | 12 100% | 13 100% | 4 100% | 9 100% | 2 100% | 6 100% | 30 100% | 25 100% | 14 100% | 12 100% | 30 100% | 17 100% | 13 100% | 9 100% | 17 100% | - | - | - | 56 100% |
| TOTAL | 56 100% | 24 100% | 16 100% | 7 100% | 9 100% | 1 100% | 9 100% | 12 100% | 13 100% | 4 100% | 9 100% | 2 100% | 6 100% | 30 100% | 25 100% | 14 100% | 12 100% | 30 100% | 17 100% | 13 100% | 9 100% | 17 100% | - | - | - | 56 100% |

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| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|------------|-------------------|------------|------------|-----------|-----------------|------------|------------|------------|-----------------------------------|-------------------|----------------------|-----------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once or more | once a wk or more | sev. a mo times less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Republican | 56 100% | 23 100% | 26 100% | 7 100% | 16 100% | 25 100% | 41 100% | 12 100% | 15 100% | 17 100% | 16 100% | 2 100% | 16 100% | 39 100% | 51 100% | 5 100% | 15 100% | 4 100% | 37 100% | 29 100% | 11 100% | 15 100% | 24 100% | 4 100% | 28 100% | 38 100% |
| TOTAL | 56 100% | 23 100% | 26 100% | 7 100% | 16 100% | 25 100% | 41 100% | 12 100% | 15 100% | 17 100% | 16 100% | 2 100% | 16 100% | 39 100% | 51 100% | 5 100% | 15 100% | 4 100% | 37 100% | 29 100% | 11 100% | 15 100% | 24 100% | 4 100% | 28 100% | 38 100% |

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|------------|---|-----------|---------------|------------|-------------|---|---------------|-----------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Republican | 56 100% | 6 100% | 8 100% | 10 100% | 30 100% | 27 100% | 1 100% | 6 100% | 22 100% | 18 100% | 1 100% | 6 100% | 22 100% | 20 100% | | 9 100% | 7 100% | 16 100% | 3 100% | 37 100% | 7 100% | 17 100% | 25 100% | 20 100% | 11 100% |
| TOTAL | 56 100% | 6 100% | 8 100% | 10 100% | 30 100% | 27 100% | 1 100% | 6 100% | 22 100% | 18 100% | 1 100% | 6 100% | 22 100% | 20 100% | | 9 100% | 7 100% | 16 100% | 3 100% | 37 100% | 7 100% | 17 100% | 25 100% | 20 100% | 11 100% |

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| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Republican | 56 100% | 6 100% | 14 100% | 20 100% | 9 100% | 26 100% | - | 34 100% | 20 100% | 35 100% | 15 100% |
| TOTAL | 56 100% | 6 100% | 14 100% | 20 100% | 9 100% | 26 100% | - | 34 100% | 20 100% | 35 100% | 15 100% |

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S3. IF S1=RESPONSE 1 OR 2 (MOSTLY/MORE REPUBLICANS) OR Q2=RESPONSE 1 (REPUBLICAN): How likely are you to vote in the Republican?primary election in August, very likely, fairly likely, not very likely or not likely at all?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|---------------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more Reps than Dems | tot. Reps | Ind/ dont know |
| Very likely | 362 90% | 136 89% | 76 85% | 66 97% | 83 92% | 19 100% | 56 87% | 57 89% | 52 94% | 25 81% | 50 85% | 50 99% | 52 92% | 179 89% | 183 91% | 83 83% | 76 91% | 202 93% | 81 87% | 98 91% | 79 87% | 104 95% | 268 92% | 42 79% | 310 90% | 52 93% |
| Fairly likely | 38 10% | 16 11% | 13 15% | 2 3% | 7 8% | - | 8 13% | 7 11% | 4 6% | 6 19% | 9 15% | 1 1% | 4 8% | 21 11% | 17 9% | 17 17% | 8 9% | 14 7% | 12 13% | 9 9% | 12 13% | 5 5% | 24 8% | 11 21% | 35 10% | 4 7% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

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| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once or more | once a wk or more | sev. a mo times less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Very likely | 362 90% | 111 85% | 143 90% | 107 96% | 210 94% | 103 86% | 314 91% | 37 82% | 153 92% | 68 84% | 91 93% | 25 93% | 116 92% | 246 90% | 322 92% | 37 77% | 123 93% | 34 85% | 205 90% | 235 92% | 57 91% | 69 86% | 174 91% | 35 92% | 153 89% | 250 91% |
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|---------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Very likely | 362 90% | 52 96% | 84 94% | 77 94% | 145 85% | 203 94% | 36 94% | 45 93% | 78 79% | 121 94% | 32 93% | 43 93% | 66 78% | 152 94% | 67 89% | 53 96% | 120 92% | 31 97% | 211 89% | 78 87% | 121 92% | 199 90% | 89 96% | 73 86% |
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|---------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Very likely | 362 90% | 71 93% | 91 94% | 162 93% | 41 95% | 159 86% | 11 88% | 227 92% | 118 90% | 237 91% | 100 88% |
| Fairly likely | 38 10% | 6 7% | 6 6% | 11 7% | 2 5% | 25 14% | 2 12% | 21 8% | 13 10% | 22 9% | 14 12% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

1. Next, do you believe things in Missouri are generally headed in the right direction, or do you think things are pretty much headed off on the wrong track?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---------------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|----------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Right direction | 250 62% | 92 61% | 63 71% | 40 59% | 55 60% | 10 55% | 38 60% | 42 66% | 30 54% | 21 67% | 44 74% | 29 56% | 35 63% | 128 64% | 122 61% | 64 64% | 46 54% | 140 65% | 55 59% | 73 68% | 55 60% | 67 62% | 188 64% | 29 56% | 217 63% | 32 58% |
| Wrong track | 86 21% | 34 22% | 20 22% | 10 15% | 22 24% | 5 24% | 13 21% | 17 26% | 8 15% | 8 27% | 12 20% | 12 24% | 11 20% | 43 21% | 43 21% | 21 21% | 29 35% | 35 16% | 24 26% | 18 17% | 26 28% | 17 16% | 57 19% | 13 25% | 70 20% | 15 28% |
| Don't know | 65 16% | 26 17% | 7 8% | 18 26% | 14 16% | 4 21% | 12 19% | 5 8% | 18 31% | 2 6% | 4 6% | 10 20% | 10 17% | 29 15% | 35 18% | 15 15% | 9 11% | 40 19% | 13 15% | 16 15% | 11 12% | 25 23% | 47 16% | 10 19% | 57 17% | 8 14% |
| Net right direction | 164 41% | 58 38% | 43 49% | 30 43% | 33 36% | 6 30% | 25 39% | 26 40% | 22 39% | 12 40% | 32 55% | 17 33% | 24 43% | 85 43% | 79 39% | 43 43% | 16 20% | 105 48% | 30 33% | 55 51% | 29 32% | 50 46% | 131 45% | 16 31% | 147 43% | 17 30% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

1. Next, do you believe things in Missouri are generally headed in the right direction, or do you think things are pretty much headed off on the wrong track?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Right direction | 250 62% | 76 58% | 101 64% | 73 65% | 144 64% | 80 67% | 224 65% | 23 51% | 109 66% | 50 61% | 62 64% | 14 52% | 80 63% | 170 62% | 222 64% | 25 53% | 81 61% | 22 55% | 147 65% | 180 70% | 27 43% | 43 53% | 141 74% | 12 33% | 97 56% | 175 64% |
| Wrong track | 86 21% | 26 20% | 41 26% | 18 16% | 47 21% | 23 19% | 69 20% | 11 23% | 35 21% | 17 21% | 21 22% | 6 24% | 26 20% | 60 22% | 76 22% | 10 21% | 32 24% | 12 29% | 42 18% | 45 18% | 24 38% | 16 20% | 25 13% | 18 49% | 42 24% | 57 21% |
| Don't know | 65 16% | 28 22% | 16 10% | 20 18% | 33 15% | 17 14% | 50 15% | 11 26% | 22 13% | 15 18% | 14 15% | 6 23% | 21 16% | 44 16% | 51 15% | 13 26% | 20 15% | 6 15% | 38 17% | 31 12% | 12 18% | 22 27% | 24 13% | 7 18% | 34 20% | 44 16% |
| Net right direction | 164 41% | 50 39% | 59 37% | 55 49% | 98 44% | 57 48% | 155 45% | 12 28% | 74 45% | 33 41% | 41 42% | 7 28% | 54 43% | 110 40% | 146 42% | 15 32% | 49 37% | 10 26% | 105 46% | 135 52% | 3 5% | 27 33% | 115 61% | -6 -16% | 55 32% | 118 43% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

1. Next, do you believe things in Missouri are generally headed in the right direction, or do you think things are pretty much headed off on the wrong track?

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|---------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Right direction | 250 62% | 26 47% | 58 65% | 65 80% | 100 59% | 128 60% | 30 79% | 39 80% | 53 54% | 128 100% | 26 76% | 36 79% | 46 54% | 104 64% | 35 46% | 39 70% | 73 56% | 16 51% | 160 67% | 52 57% | 101 77% | 153 69% | 48 52% | 49 57% | |
| Wrong track | 86 21% | 17 31% | 17 19% | 10 12% | 39 23% | 52 24% | 3 8% | 6 12% | 24 25% | - | 3 9% | 6 13% | 23 27% | 35 22% | 24 32% | 10 18% | 34 26% | 9 28% | 43 18% | 23 25% | 18 13% | 40 18% | 28 30% | 17 20% | |
| Don't know | 65 16% | 12 22% | 14 16% | 7 8% | 32 18% | 35 16% | 5 14% | 4 7% | 21 21% | - | 5 15% | 4 8% | 16 19% | 23 14% | 16 22% | 7 12% | 23 18% | 7 21% | 35 15% | 16 18% | 12 9% | 28 13% | 17 18% | 20 23% | |
| Net right direction | 164 41% | 9 16% | 41 46% | 55 67% | 61 36% | 76 35% | 27 71% | 33 68% | 28 29% | 128 100% | 23 67% | 30 66% | 23 27% | 68 42% | 10 14% | 29 53% | 39 30% | 8 24% | 117 49% | 29 32% | 83 64% | 112 51% | 20 21% | 32 37% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

1. Next, do you believe things in Missouri are generally headed in the right direction, or do you think things are pretty much headed off on the wrong track?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|---------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Right direction | 250 62% | 61 79% | 71 74% | 132 76% | 15 34% | 103 56% | 6 44% | 161 65% | 79 61% | 157 60% | 78 68% |
| Wrong track | 86 21% | 11 14% | 12 13% | 23 13% | 22 52% | 40 22% | 1 10% | 52 21% | 28 21% | 61 23% | 21 19% |
| Don't know | 65 16% | 5 7% | 13 13% | 18 11% | 6 15% | 40 22% | 6 46% | 34 14% | 23 18% | 42 16% | 15 13% |
| Net right direction | 164 41% | 50 65% | 59 61% | 109 63% | -8 -18% | 63 34% | 4 35% | 109 44% | 51 39% | 96 37% | 56 50% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

2. Moving on, which one of the following issues is the single most important in your vote for Governor?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|--|-------------|-------------|---------------|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------------------------|----------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Stopping illegal immigration and fixing Biden's border mess | 132 33% | 50 33% | 30 33% | 21 31% | 32 35% | 8 42% | 24 37% | 18 28% | 21 37% | 10 33% | 19 31% | 16 31% | 18 31% | 66 33% | 66 33% | 19 19% | 27 32% | 87 40% | 26 28% | 40 38% | 20 21% | 47 43% | 99 34% | 12 23% | 112 32% | 21 38% |
| Addressing rising prices on things like housing, groceries, and consumer goods | 56 14% | 24 16% | 15 17% | 11 16% | 5 6% | 1 6% | 9 13% | 8 12% | 11 20% | 1 3% | 13 22% | 6 12% | 7 13% | 30 15% | 26 13% | 16 16% | 12 15% | 28 13% | 14 15% | 16 15% | 14 15% | 12 11% | 37 13% | 14 26% | 51 15% | 5 9% |
| Reducing crime and backing the Blue | 42 11% | 18 12% | 5 6% | 6 9% | 13 15% | 4 22% | 8 13% | 6 10% | 7 12% | 2 7% | 5 9% | 4 7% | 5 9% | 17 9% | 25 12% | 12 12% | 10 12% | 20 9% | 6 7% | 11 11% | 16 17% | 9 8% | 31 10% | 5 9% | 35 10% | 7 12% |
| Stopping woke policies like C-R-T and boys competing in girls' sports | 42 10% | 20 13% | 6 7% | 8 12% | 8 9% | 3 18% | 4 7% | 9 14% | 4 7% | 3 11% | 5 8% | 6 12% | 7 13% | 25 12% | 17 9% | 16 16% | 8 10% | 17 8% | 15 17% | 9 9% | 9 10% | 8 7% | 35 12% | 2 5% | 37 11% | 4 8% |
| Improving the economy and creating jobs | 38 10% | 13 8% | 8 9% | 8 11% | 9 10% | 1 7% | 5 8% | 10 16% | 3 5% | 3 10% | 7 11% | 7 13% | 2 4% | 21 10% | 18 9% | 11 11% | 6 7% | 21 10% | 11 12% | 9 9% | 6 7% | 11 10% | 24 8% | 8 15% | 32 9% | 6 11% |
| Protecting the unborn and stopping abortion | 35 9% | 12 8% | 9 10% | 6 9% | 9 10% | 1 5% | 6 9% | 5 7% | 4 7% | 4 13% | 5 9% | 4 8% | 6 12% | 15 8% | 20 10% | 6 6% | 8 10% | 20 9% | 6 6% | 10 9% | 9 10% | 11 10% | 24 8% | 6 11% | 29 9% | 6 10% |
| Cutting taxes | 18 5% | 6 4% | 6 6% | 4 6% | 3 3% | - | 4 6% | 2 3% | 3 5% | 1 3% | 2 3% | 4 9% | 3 5% | 8 4% | 10 5% | 7 7% | 3 3% | 9 4% | 4 4% | 4 4% | 6 6% | 4 4% | 17 6% | 1 1% | 18 5% | 1 1% |
| Protecting gun rights | 14 4% | 3 2% | 3 3% | 2 3% | 6 7% | - | 2 3% | 3 4% | 2 4% | 1 3% | 2 4% | 1 2% | 3 6% | 7 3% | 8 4% | 4 4% | 5 6% | 6 3% | 4 5% | 2 2% | 5 5% | 3 3% | 11 4% | 1 2% | 12 3% | 3 5% |
| Improving health care affordability and access | 6 2% | 1 *% | 4 5% | 1 2% | - | - | 1 1% | - | - | 3 9% | 1 2% | 1 2% | 0 1% | 1 1% | 5 2% | 1 1% | 2 3% | 3 1% | - | 1 1% | 3 4% | 2 2% | 2 1% | 4 7% | 6 2% | - |
| Total don't know/other/ none | 15 4% | 6 4% | 3 4% | 1 1% | 5 6% | - | 2 4% | 4 6% | 1 2% | 2 7% | - | 2 4% | 4 7% | 9 5% | 6 3% | 8 8% | 2 2% | 6 3% | 6 6% | 3 3% | 4 4% | 2 2% | 12 4% | - | 12 4% | 3 6% |
| Other/none of these | 13 3% | 6 4% | 1 1% | 1 1% | 5 6% | - | 2 4% | 4 6% | - | 1 4% | - | 2 4% | 4 7% | 7 4% | 6 3% | 7 7% | 2 2% | 5 2% | 5 5% | 2 2% | 4 4% | 2 2% | 11 4% | - | 11 3% | 2 4% |
| Don't know | 2 1% | - | 2 2% | - | - | - | - | - | 1 2% | 1 3% | - | - | - | 2 1% | - | 1 1% | - | 1 1% | 1 1% | 1 1% | - | - | 1 *% | - | 1 *% | 1 2% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

2. Moving on, which one of the following issues is the single most important in your vote for Governor?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|--|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Stopping illegal immigration and fixing Biden's border mess | 132 33% | 43 33% | 55 34% | 35 31% | 81 36% | 38 32% | 119 35% | 7 16% | 49 30% | 22 27% | 42 43% | 10 37% | 44 35% | 88 32% | 125 36% | 6 13% | 42 32% | 7 18% | 83 37% | 92 36% | 15 23% | 25 32% | 73 38% | 5 13% | 55 32% | 88 32% |
| Addressing rising prices on things like housing, groceries, and consumer goods | 56 14% | 15 11% | 29 19% | 12 11% | 23 10% | 18 15% | 41 12% | 12 27% | 19 11% | 13 16% | 15 15% | 3 11% | 21 17% | 35 13% | 48 14% | 8 17% | 19 15% | 4 11% | 32 14% | 38 15% | 7 12% | 10 13% | 24 12% | 4 11% | 28 16% | 34 12% |
| Reducing crime and backing the Blue | 42 11% | 18 14% | 14 9% | 10 9% | 21 9% | 15 12% | 36 10% | 3 8% | 16 10% | 7 9% | 13 13% | 1 4% | 11 9% | 31 11% | 36 10% | 6 12% | 14 11% | 3 8% | 25 11% | 29 11% | 6 9% | 7 9% | 17 9% | 4 10% | 22 13% | 32 12% |
| Stopping woke policies like C-R-T and boys competing in girls' sports | 42 10% | 11 8% | 19 12% | 12 10% | 27 12% | 11 10% | 38 11% | 4 8% | 17 10% | 10 13% | 7 7% | 4 14% | 12 10% | 30 11% | 36 10% | 6 13% | 17 13% | 5 12% | 20 9% | 29 11% | 7 11% | 6 7% | 20 10% | 5 13% | 17 10% | 33 12% |
| Improving the economy and creating jobs | 38 10% | 8 6% | 14 9% | 15 14% | 15 7% | 15 13% | 30 9% | 8 18% | 18 11% | 15 18% | 3 3% | 1 5% | 13 10% | 25 9% | 30 9% | 8 17% | 9 7% | 6 14% | 23 10% | 24 9% | 6 10% | 8 10% | 24 13% | 5 15% | 9 5% | 22 8% |
| Protecting the unborn and stopping abortion | 35 9% | 11 9% | 10 6% | 14 13% | 26 11% | 6 5% | 32 9% | 3 7% | 31 19% | 2 3% | 2 2% | - | 10 8% | 25 9% | 32 9% | 4 8% | 11 8% | 5 11% | 20 9% | 18 7% | 5 8% | 12 15% | 10 5% | 4 10% | 22 13% | 29 11% |
| Cutting taxes | 18 5% | 12 9% | 4 2% | 3 3% | 13 6% | 6 5% | 18 5% | - | 5 3% | 4 6% | 6 6% | 2 9% | 3 2% | 16 6% | 15 4% | 1 3% | 5 4% | 3 7% | 10 4% | 11 4% | 4 6% | 4 4% | 6 3% | 2 5% | 10 6% | 10 4% |
| Protecting gun rights | 14 4% | 8 6% | 1 1% | 5 5% | 11 5% | 2 1% | 12 4% | 2 5% | 5 3% | 3 4% | 1 2% | 4 13% | 7 5% | 8 3% | 14 4% | - | 5 4% | - | 9 4% | 8 3% | 3 4% | 4 5% | 6 3% | 2 5% | 6 4% | 8 3% |
| Improving health care affordability and access | 6 2% | 1 1% | 4 3% | 1 1% | 1 * | 3 3% | 4 1% | 2 5% | 1 1% | 1 2% | 3 3% | - | 2 1% | 5 2% | 2 1% | 4 9% | 2 2% | 4 9% | 0 * | 2 1% | 4 6% | 0 * | 2 1% | 2 6% | 2 1% | 6 2% |
| Total don't know/other/none | 15 4% | 3 2% | 7 5% | 5 5% | 7 3% | 5 4% | 12 4% | 3 7% | 5 3% | 3 3% | 5 5% | 2 6% | 4 3% | 11 4% | 11 3% | 4 9% | 7 6% | 3 8% | 5 2% | 6 2% | 6 10% | 3 4% | 8 4% | 5 13% | 3 2% | 13 5% |
| Other/none of these | 13 3% | 3 2% | 5 3% | 5 5% | 7 3% | 3 3% | 10 3% | 3 7% | 4 3% | 2 2% | 5 5% | 2 6% | 4 3% | 9 3% | 10 3% | 3 7% | 6 5% | 2 5% | 5 2% | 5 2% | 6 10% | 2 3% | 6 3% | 5 13% | 3 2% | 11 4% |
| Don't know | 2 1% | - | 2 1% | - | - | 2 2% | 2 1% | - | 1 1% | 1 1% | - | - | - | 2 1% | 1 * | 1 2% | 1 1% | 1 3% | - | 1 * | - | 1 1% | 2 1% | - | - | 2 1% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

2. Moving on, which one of the following issues is the single most important in your vote for Governor?

| | | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|--|-------------|---|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Stopping illegal immigration and fixing Biden's border mess | 132 33% | 13 24% | 30 33% | 20 25% | 68 40% | 80 37% | 9 24% | 10 20% | 34 34% | 51 40% | 8 24% | 8 18% | 28 33% | 68 42% | 13 17% | 18 32% | 31 24% | 15 48% | 86 36% | 24 27% | 44 33% | 68 31% | 35 38% | 29 34% |
| Addressing rising prices on things like housing, groceries, and consumer goods | 56 14% | 10 18% | 13 14% | 10 13% | 23 13% | 22 10% | 7 17% | 7 14% | 20 21% | 15 12% | 6 16% | 5 12% | 18 21% | 13 8% | 8 10% | 13 23% | 20 16% | 2 6% | 33 14% | 13 14% | 22 16% | 34 15% | 12 12% | 10 12% |
| Reducing crime and backing the Blue | 42 11% | 2 3% | 7 8% | 8 10% | 24 14% | 26 12% | 3 9% | 4 8% | 9 9% | 14 11% | 3 10% | 4 8% | 7 8% | 24 15% | 8 11% | 4 6% | 12 9% | 3 11% | 27 11% | 9 10% | 12 9% | 21 10% | 11 12% | 10 12% |
| Stopping woke policies like C-R-T and boys competing in girls' sports | 42 10% | 8 14% | 7 7% | 15 19% | 12 7% | 22 10% | 4 10% | 8 16% | 8 8% | 13 10% | 3 8% | 8 17% | 8 10% | 14 9% | 10 14% | 9 17% | 19 15% | 4 14% | 18 8% | 13 14% | 12 9% | 24 11% | 10 11% | 8 9% |
| Improving the economy and creating jobs | 38 10% | 3 6% | 9 10% | 13 16% | 12 7% | 13 6% | 7 18% | 11 23% | 7 8% | 8 6% | 6 17% | 11 24% | 7 9% | 10 6% | 9 12% | 3 5% | 12 9% | - | 26 11% | 11 12% | 13 10% | 23 11% | 7 7% | 8 10% |
| Protecting the unborn and stopping abortion | 35 9% | 6 12% | 12 14% | 4 5% | 12 7% | 22 10% | 3 9% | 3 6% | 7 7% | 12 9% | 3 10% | 3 6% | 3 4% | 15 10% | 11 15% | 2 4% | 14 10% | 2 6% | 20 8% | 11 12% | 9 7% | 20 9% | 7 7% | 9 10% |
| Cutting taxes | 18 5% | 5 8% | 4 5% | 2 3% | 7 4% | 13 6% | 0 1% | 2 3% | 4 4% | 7 5% | 0 1% | 2 3% | 4 4% | 8 5% | 7 9% | - | 7 5% | 1 4% | 10 4% | 2 3% | 8 6% | 11 5% | 4 4% | 4 5% |
| Protecting gun rights | 14 4% | 2 4% | 4 5% | 1 2% | 7 4% | 10 5% | 2 5% | - | 3 3% | 6 5% | 2 6% | - | 3 3% | 7 5% | 2 3% | 2 3% | 4 3% | - | 10 4% | 1 1% | 4 3% | 5 2% | 3 4% | 6 7% |
| Improving health care affordability and access | 6 2% | - | 1 1% | 2 2% | 3 2% | - | 1 3% | 2 3% | 3 3% | - | 1 4% | 2 4% | 3 4% | - | 4 5% | - | 4 3% | 1 3% | 2 1% | 4 4% | 2 2% | 6 3% | - | - |
| Total don't know/other/none | 15 4% | 6 11% | 2 2% | 4 5% | 3 2% | 8 4% | 1 3% | 3 7% | 3 3% | 2 2% | 1 3% | 3 7% | 3 4% | 2 1% | 3 4% | 5 9% | 8 6% | 3 9% | 5 2% | 3 4% | 5 4% | 9 4% | 5 6% | 2 2% |
| Other/none of these | 13 3% | 5 9% | 2 2% | 3 4% | 3 2% | 7 3% | 1 3% | 2 5% | 3 3% | 1 1% | 1 3% | 2 5% | 3 4% | 2 1% | 1 1% | 5 9% | 5 4% | 3 9% | 5 2% | 3 4% | 3 2% | 6 3% | 5 6% | 2 2% |
| Don't know | 2 1% | 1 2% | - | 1 1% | - | 1 1% | - | 1 2% | - | 1 1% | - | 1 2% | - | - | 2 3% | - | 2 2% | - | - | - | 2 2% | 2 1% | - | - |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

2. Moving on, which one of the following issues is the single most important in your vote for Governor?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|---|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Stopping illegal immigration and fixing Biden's border mess | 132 33% | 27 36% | 27 28% | 54 31% | 16 37% | 62 34% | 5 37% | 81 33% | 45 35% | 83 32% | 37 32% |
| Addressing rising prices on things like housing, groceries, and consumer goods | 56 14% | 11 14% | 16 16% | 26 15% | 1 1% | 29 16% | 2 15% | 37 15% | 15 11% | 35 13% | 17 15% |
| Reducing crime and backing the Blue | 42 11% | 9 11% | 10 10% | 18 11% | 2 4% | 22 12% | 3 24% | 21 9% | 18 14% | 31 12% | 8 7% |
| Stopping woke policies like C-R-T and boys competing in girls' sports | 42 10% | 9 12% | 13 13% | 22 12% | 5 11% | 15 8% | 1 6% | 25 10% | 16 12% | 24 9% | 14 12% |
| Improving the economy and creating jobs | 38 10% | 8 11% | 12 12% | 20 12% | 3 6% | 15 8% | 1 10% | 28 11% | 9 7% | 20 8% | 16 14% |
| Protecting the unborn and stopping abortion | 35 9% | 5 6% | 3 3% | 8 5% | 7 15% | 20 11% | - | 18 7% | 16 12% | 23 9% | 11 10% |
| Cutting taxes | 18 5% | 1 2% | 6 6% | 7 4% | 2 5% | 9 5% | - | 17 7% | 1 1% | 18 7% | - |
| Protecting gun rights | 14 4% | - | 4 4% | 4 2% | 4 10% | 6 3% | 1 8% | 7 3% | 7 5% | 12 5% | 2 2% |
| Improving health care affordability and access | 6 2% | 4 5% | 1 1% | 5 3% | - | 1 1% | - | 3 1% | 1 1% | 3 1% | 3 3% |
| Total don't know/other/ none | 15 4% | 3 3% | 5 5% | 7 4% | 4 10% | 4 2% | - | 11 4% | 3 2% | 10 4% | 6 5% |
| Other/none of these | 13 3% | 3 3% | 3 3% | 5 3% | 4 10% | 4 2% | - | 11 4% | 3 2% | 9 3% | 4 4% |
| Don't know | 2 1% | - | 2 2% | 2 1% | - | - | - | - | - | 1 * | 1 1% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

3. Awareness and perceptions of Mike Parson

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---------------------------------|-------------|-------------|---------------------|-----------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------------|-------------|-------------------|-------------|-------------------------------|----------------------|--------------|----------------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Reps | tot. Reps | Ind/ dont know |
| Very favorable | 144 36% | 43 28% | 32 35% | 29 43% | 40 45% | 7 36% | 8 12% | 26 40% | 21 37% | 15 50% | 22 38% | 16 32% | 29 51% | 67 34% | 77 38% | 22 22% | 32 38% | 90 41% | 27 29% | 40 37% | 27 30% | 49 46% | 111 38% | 14 26% | 125 36% | 19 35% |
| Somewhat favorable | 165 41% | 68 45% | 44 49% | 25 37% | 27 30% | 7 39% | 37 57% | 21 32% | 26 47% | 9 30% | 27 45% | 20 40% | 17 31% | 83 42% | 81 41% | 52 52% | 24 28% | 89 41% | 37 40% | 47 43% | 39 42% | 42 39% | 123 42% | 22 43% | 146 42% | 19 34% |
| Total favorable | 309 77% | 111 73% | 76 85% | 55 80% | 67 74% | 14 75% | 45 70% | 46 72% | 47 85% | 25 79% | 49 83% | 37 72% | 46 82% | 150 75% | 158 79% | 74 74% | 56 67% | 179 83% | 64 69% | 87 81% | 66 72% | 92 85% | 234 80% | 36 69% | 270 78% | 38 69% |
| Total unfavorable | 52 13% | 22 15% | 8 9% | 8 11% | 14 16% | 3 18% | 11 17% | 10 15% | 6 10% | 4 14% | 5 9% | 8 16% | 4 8% | 27 14% | 25 12% | 17 17% | 19 23% | 16 8% | 16 18% | 11 10% | 20 21% | 5 5% | 34 12% | 6 11% | 40 12% | 12 22% |
| Somewhat unfavorable | 37 9% | 18 12% | 3 3% | 6 9% | 10 11% | 3 18% | 10 16% | 6 10% | 3 5% | 2 7% | 2 3% | 7 14% | 3 6% | 21 11% | 15 8% | 10 10% | 14 17% | 12 6% | 13 14% | 8 8% | 11 12% | 4 4% | 25 9% | 4 7% | 29 8% | 8 14% |
| Very unfavorable | 15 4% | 4 3% | 5 6% | 1 2% | 5 5% | - - | 1 1% | 4 6% | 3 6% | 2 7% | 3 6% | 1 2% | 1 2% | 6 3% | 10 5% | 6 6% | 5 6% | 4 2% | 3 4% | 2 2% | 8 9% | 1 1% | 9 3% | 2 4% | 11 3% | 4 8% |
| No opinion | 36 9% | 19 12% | 4 5% | 6 9% | 7 7% | 1 7% | 9 13% | 7 11% | 3 5% | 1 3% | 5 8% | 5 10% | 6 11% | 20 10% | 16 8% | 10 10% | 6 7% | 20 9% | 10 11% | 10 9% | 6 6% | 10 9% | 21 7% | 10 18% | 31 9% | 5 9% |
| Total aware | 396 99% | 152 100% | 88 99% | 68 100% | 88 97% | 19 100% | 64 100% | 63 98% | 56 100% | 30 96% | 59 100% | 50 98% | 56 100% | 198 99% | 199 99% | 100 100% | 82 97% | 215 99% | 90 97% | 107 100% | 91 100% | 108 99% | 290 99% | 51 98% | 341 99% | 56 100% |
| Never heard of | 4 1% | - - | 1 1% | - - | 2 3% | - - | - - | 1 2% | - - | 1 4% | - - | 1 2% | - - | 2 1% | 1 1% | - - | 2 3% | 1 1% | 2 3% | - - | - - | 1 1% | 2 1% | 1 2% | 4 1% | - - |
| Total no opinion/never heard of | 39 10% | 19 12% | 5 6% | 6 9% | 9 10% | 1 7% | 9 13% | 8 12% | 3 5% | 2 7% | 5 8% | 6 12% | 6 11% | 22 11% | 17 8% | 10 10% | 9 10% | 21 10% | 13 14% | 10 9% | 6 6% | 11 10% | 24 8% | 11 20% | 34 10% | 5 9% |
| Net favorable | 257 64% | 89 58% | 67 75% | 47 69% | 53 59% | 11 57% | 34 53% | 37 57% | 42 74% | 20 66% | 44 74% | 28 55% | 41 74% | 123 62% | 133 67% | 57 57% | 37 44% | 162 75% | 47 51% | 76 71% | 47 51% | 87 80% | 200 69% | 30 58% | 230 67% | 26 47% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

3. Awareness and perceptions of Mike Parson

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---------------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Very favorable | 144 36% | 37 29% | 62 39% | 45 40% | 90 40% | 42 35% | 132 38% | 9 20% | 73 44% | 20 25% | 30 30% | 10 38% | 44 35% | 100 37% | 129 37% | 15 32% | 42 32% | 13 32% | 89 39% | 115 45% | 10 16% | 18 23% | 88 46% | 5 12% | 51 30% | 96 35% |
| Somewhat favorable | 165 41% | 66 51% | 53 33% | 46 41% | 85 38% | 58 48% | 143 42% | 19 42% | 65 39% | 39 48% | 42 43% | 6 24% | 51 40% | 114 42% | 143 41% | 22 46% | 61 46% | 14 35% | 90 40% | 106 41% | 24 38% | 35 44% | 77 41% | 13 34% | 74 43% | 117 43% |
| Total favorable | 309 77% | 103 80% | 114 72% | 91 82% | 176 78% | 100 83% | 276 80% | 28 61% | 138 83% | 59 73% | 72 74% | 17 63% | 95 75% | 214 78% | 271 78% | 37 78% | 102 77% | 27 67% | 179 79% | 221 86% | 34 54% | 54 67% | 166 87% | 18 47% | 125 73% | 214 78% |
| Total unfavorable | 52 13% | 17 13% | 20 13% | 15 14% | 29 13% | 10 8% | 38 11% | 14 31% | 18 11% | 12 15% | 11 12% | 5 20% | 16 12% | 36 13% | 43 12% | 8 16% | 23 17% | 13 31% | 17 7% | 16 6% | 25 40% | 11 14% | 16 8% | 18 49% | 18 10% | 38 14% |
| Somewhat unfavorable | 37 9% | 14 11% | 13 8% | 9 8% | 23 10% | 6 5% | 29 9% | 7 16% | 14 8% | 9 11% | 5 6% | 5 20% | 12 10% | 25 9% | 32 9% | 3 7% | 17 13% | 7 17% | 13 6% | 12 5% | 17 27% | 8 9% | 10 5% | 11 29% | 15 9% | 24 9% |
| Very unfavorable | 15 4% | 3 2% | 7 4% | 6 5% | 6 3% | 3 3% | 9 3% | 6 14% | 4 2% | 3 4% | 6 6% | - | 4 3% | 12 4% | 11 3% | 4 9% | 6 5% | 6 14% | 3 2% | 4 2% | 8 13% | 3 4% | 5 3% | 7 19% | 3 2% | 13 5% |
| No opinion | 36 9% | 8 6% | 22 14% | 5 5% | 17 8% | 9 8% | 27 8% | 4 8% | 10 6% | 9 11% | 13 13% | 5 18% | 15 12% | 21 8% | 31 9% | 3 6% | 7 5% | 1 2% | 28 12% | 20 8% | 3 5% | 13 16% | 7 4% | 2 4% | 27 15% | 24 9% |
| Total aware | 396 99% | 129 99% | 156 99% | 112 100% | 222 99% | 119 99% | 340 99% | 45 100% | 165 99% | 80 99% | 96 99% | 26 100% | 126 99% | 271 99% | 345 99% | 48 100% | 132 100% | 41 100% | 224 98% | 257 100% | 62 100% | 77 96% | 189 99% | 37 100% | 170 99% | 275 100% |
| Never heard of | 4 1% | 1 1% | 2 1% | - | 2 1% | 1 1% | 4 1% | - | 1 1% | 1 1% | 1 1% | - | 1 1% | 2 1% | 4 1% | - | - | - | 4 2% | - | - | 4 4% | 1 1% | - | 2 1% | - |
| Total no opinion/never heard of | 39 10% | 9 7% | 25 16% | 5 5% | 20 9% | 10 9% | 30 9% | 4 8% | 11 6% | 10 12% | 14 15% | 5 18% | 16 13% | 23 9% | 34 10% | 3 6% | 7 5% | 1 2% | 31 14% | 20 8% | 3 5% | 16 20% | 9 4% | 2 4% | 29 17% | 24 9% |
| Net favorable | 257 64% | 86 66% | 94 59% | 76 68% | 147 66% | 90 75% | 237 69% | 14 31% | 120 72% | 47 58% | 60 62% | 11 43% | 79 63% | 177 65% | 228 65% | 30 62% | 79 60% | 14 36% | 163 72% | 205 80% | 9 14% | 43 53% | 150 79% | -1 -2% | 107 62% | 176 64% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

3. Awareness and perceptions of Mike Parson

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|------------------------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Very favorable | 144 36% | 2 3% | 48 54% | 44 54% | 48 28% | 66 31% | 19 51% | 27 56% | 32 32% | 46 36% | 18 54% | 25 53% | 22 26% | 64 40% | 18 24% | 17 31% | 35 27% | 19 58% | 90 38% | 35 39% | 53 40% | 88 40% | 28 30% | 28 33% | |
| Somewhat favorable | 165 41% | 33 60% | 23 26% | 30 37% | 76 45% | 102 47% | 12 32% | 16 32% | 35 35% | 66 52% | 9 26% | 16 34% | 31 37% | 70 44% | 36 48% | 25 44% | 61 46% | 5 16% | 99 42% | 34 38% | 60 46% | 94 42% | 36 39% | 35 40% | |
| Total favorable | 309 77% | 35 64% | 72 80% | 74 91% | 124 73% | 168 78% | 31 83% | 43 88% | 66 67% | 112 88% | 27 81% | 40 88% | 53 63% | 135 83% | 54 72% | 42 76% | 96 73% | 24 74% | 190 80% | 69 77% | 113 86% | 182 82% | 64 69% | 63 73% | |
| Total unfavorable | 52 13% | 15 28% | 8 9% | 4 5% | 24 14% | 27 13% | 2 7% | 4 8% | 19 19% | 9 7% | 2 7% | 4 8% | 19 22% | 12 7% | 19 25% | 8 14% | 27 20% | 6 18% | 20 8% | 16 17% | 9 7% | 24 11% | 19 20% | 9 11% | |
| Somewhat unfavorable | 37 9% | 11 20% | 6 7% | 4 5% | 16 9% | 20 9% | 2 7% | 3 6% | 11 11% | 8 6% | 2 7% | 3 6% | 11 13% | 9 6% | 12 15% | 5 10% | 17 13% | 4 13% | 16 7% | 10 11% | 6 5% | 16 7% | 14 15% | 7 8% | |
| Very unfavorable | 15 4% | 4 7% | 2 2% | 1 1% | 9 5% | 7 3% | - | 1 1% | 8 8% | 1 1% | - | 1 2% | 8 9% | 3 2% | 7 10% | 3 5% | 10 8% | 1 4% | 4 2% | 6 6% | 3 2% | 8 4% | 5 5% | 2 3% | |
| No opinion | 36 9% | 5 9% | 9 11% | 2 2% | 20 12% | 19 9% | 4 11% | 1 2% | 12 12% | 6 5% | 4 12% | 1 2% | 11 13% | 14 9% | 2 3% | 6 10% | 8 6% | 3 8% | 25 11% | 5 6% | 8 6% | 14 6% | 9 10% | 13 15% | |
| Total aware | 396 99% | 55 100% | 89 100% | 81 99% | 168 99% | 214 99% | 38 100% | 47 98% | 97 99% | 127 99% | 34 100% | 45 98% | 83 99% | 160 99% | 75 100% | 55 100% | 130 100% | 32 100% | 234 99% | 90 100% | 130 99% | 220 99% | 92 99% | 84 99% | |
| Never heard of | 4 1% | - | - | 1 1% | 2 1% | 1 1% | - | 1 2% | 1 1% | 1 1% | - | 1 2% | 1 1% | 1 1% | - | - | - | - | 4 1% | - | 1 1% | 1 1% | 1 1% | 1 1% | |
| Total no opinion/never heard of | 39 10% | 5 9% | 9 11% | 3 4% | 22 13% | 20 9% | 4 11% | 2 4% | 13 14% | 7 6% | 4 12% | 2 4% | 13 15% | 15 9% | 2 3% | 6 10% | 8 6% | 3 8% | 29 12% | 5 6% | 9 7% | 15 7% | 10 11% | 14 16% | |
| Net favorable | 257 64% | 20 36% | 64 71% | 70 86% | 100 59% | 141 66% | 29 76% | 39 81% | 48 48% | 104 81% | 25 74% | 37 80% | 34 41% | 123 76% | 35 47% | 34 61% | 69 53% | 18 56% | 170 71% | 54 60% | 104 79% | 158 71% | 45 48% | 54 63% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

3. Awareness and perceptions of Mike Parson

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|------------------------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Very favorable | 144 36% | 44 57% | 34 35% | 78 45% | 9 22% | 57 31% | 4 29% | 85 34% | 56 43% | 88 34% | 48 42% |
| Somewhat favorable | 165 41% | 18 24% | 52 54% | 70 41% | 16 36% | 79 43% | 7 51% | 109 44% | 46 35% | 108 42% | 41 36% |
| Total favorable | 309 77% | 62 81% | 86 89% | 148 85% | 25 58% | 136 74% | 10 81% | 194 78% | 102 78% | 197 76% | 89 78% |
| Total unfavorable | 52 13% | 12 16% | 3 4% | 15 9% | 15 34% | 22 12% | 3 19% | 22 9% | 22 17% | 37 14% | 13 11% |
| Somewhat unfavorable | 37 9% | 7 9% | 2 2% | 9 5% | 10 24% | 17 9% | 3 19% | 16 6% | 18 14% | 28 11% | 8 7% |
| Very unfavorable | 15 4% | 5 7% | 1 1% | 6 4% | 4 10% | 5 3% | - | 6 2% | 4 3% | 9 3% | 5 4% |
| No opinion | 36 9% | 3 4% | 7 7% | 10 6% | 2 6% | 23 13% | - | 30 12% | 6 5% | 23 9% | 11 9% |
| Total aware | 396 99% | 77 100% | 96 100% | 173 100% | 42 97% | 181 99% | 13 100% | 245 99% | 129 99% | 257 99% | 112 99% |
| Never heard of | 4 1% | - | - | - | 1 3% | 2 1% | - | 2 1% | 1 1% | 2 1% | 1 1% |
| Total no opinion/never heard of | 39 10% | 3 4% | 7 7% | 10 6% | 4 8% | 26 14% | - | 32 13% | 7 5% | 26 10% | 12 10% |
| Net favorable | 257 64% | 50 65% | 83 86% | 133 77% | 10 24% | 114 62% | 8 61% | 172 70% | 80 61% | 160 62% | 76 67% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

4. Awareness and perceptions of Josh Hawley

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---------------------------------|-------------|-------------|---------------------|-----------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------------|-------------|-------------------|-------------|-------------------------------|----------------------|--------------|----------------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Very favorable | 277 69% | 98 65% | 66 74% | 46 67% | 67 74% | 13 66% | 39 60% | 41 64% | 32 57% | 24 77% | 46 79% | 41 80% | 42 76% | 142 71% | 135 68% | 61 61% | 62 74% | 154 71% | 68 74% | 74 68% | 55 60% | 80 74% | 216 74% | 25 47% | 240 70% | 37 66% |
| Somewhat favorable | 82 21% | 35 23% | 14 15% | 17 25% | 16 18% | 3 17% | 19 30% | 11 17% | 22 39% | 4 14% | 8 13% | 8 16% | 6 11% | 41 20% | 42 21% | 25 25% | 10 12% | 47 22% | 15 16% | 26 24% | 21 23% | 21 19% | 50 17% | 17 33% | 68 20% | 15 27% |
| Total favorable | 359 90% | 133 88% | 80 89% | 63 92% | 84 92% | 16 83% | 58 91% | 52 82% | 53 95% | 28 91% | 54 92% | 49 96% | 49 87% | 182 91% | 177 88% | 87 87% | 72 85% | 201 93% | 83 89% | 100 93% | 76 83% | 101 93% | 266 91% | 42 80% | 308 89% | 52 93% |
| Total unfavorable | 29 7% | 13 8% | 9 10% | 5 8% | 2 2% | 3 17% | 4 6% | 8 13% | 2 3% | 3 9% | 5 8% | 2 4% | 2 4% | 12 6% | 17 9% | 8 8% | 10 12% | 11 5% | 6 7% | 5 5% | 11 12% | 6 5% | 17 6% | 8 15% | 25 7% | 4 7% |
| Somewhat unfavorable | 19 5% | 8 5% | 6 7% | 3 4% | 2 2% | 3 17% | 3 5% | 3 4% | 2 3% | - | 5 8% | 2 4% | 1 2% | 8 4% | 10 5% | 4 4% | 5 6% | 9 4% | 5 6% | 3 3% | 4 5% | 6 5% | 12 4% | 4 8% | 16 5% | 2 4% |
| Very unfavorable | 10 3% | 4 3% | 3 3% | 3 4% | 0 1% | - | 1 1% | 5 8% | - | 3 9% | - | - | 1 3% | 3 2% | 7 4% | 4 4% | 4 5% | 2 1% | 1 1% | 2 2% | 7 8% | - | 5 2% | 4 7% | 9 3% | 1 3% |
| No opinion | 10 2% | 6 4% | - | 0 * | 3 4% | - | 2 3% | 2 4% | - | - | - | - | 5 9% | 5 2% | 5 2% | 5 5% | 2 2% | 3 1% | 2 3% | 2 2% | 4 5% | 1 1% | 8 3% | 1 3% | 10 3% | - |
| Total aware | 398 99% | 152 100% | 88 99% | 68 100% | 89 99% | 19 100% | 64 100% | 63 98% | 55 98% | 31 100% | 59 100% | 51 100% | 56 100% | 199 100% | 199 99% | 100 100% | 83 99% | 215 99% | 92 99% | 107 100% | 91 100% | 108 99% | 291 100% | 51 98% | 342 99% | 56 100% |
| Never heard of | 2 1% | - | 1 1% | - | 1 1% | - | - | 1 2% | 1 2% | - | - | - | - | 1 * | 1 1% | - | 1 1% | 1 1% | 1 1% | - | - | 1 1% | 1 * | 1 2% | 2 1% | - |
| Total no opinion/never heard of | 12 3% | 6 4% | 1 1% | 0 * | 5 5% | - | 2 3% | 4 6% | 1 2% | - | - | - | 5 9% | 6 3% | 6 3% | 5 5% | 3 3% | 4 2% | 3 4% | 2 2% | 4 5% | 2 2% | 9 3% | 2 5% | 12 3% | - |
| Net favorable | 331 83% | 121 80% | 71 79% | 58 84% | 81 90% | 13 67% | 54 85% | 44 69% | 52 92% | 25 81% | 49 83% | 47 92% | 46 83% | 171 85% | 160 80% | 79 79% | 62 74% | 190 88% | 76 83% | 94 88% | 64 71% | 95 88% | 249 85% | 34 65% | 283 82% | 48 86% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

4. Awareness and perceptions of Josh Hawley

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---------------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Very favorable | 277 69% | 82 63% | 111 70% | 84 75% | 183 82% | 65 54% | 249 72% | 25 56% | 119 72% | 49 60% | 72 74% | 19 71% | 89 70% | 189 69% | 271 78% | 6 13% | 102 77% | 17 42% | 158 70% | 196 76% | 35 55% | 46 57% | 133 70% | 18 48% | 126 73% | 197 72% |
| Somewhat favorable | 82 21% | 38 29% | 29 19% | 15 14% | 29 13% | 37 31% | 66 19% | 11 24% | 30 18% | 25 30% | 18 19% | 5 20% | 23 18% | 60 22% | 57 16% | 23 49% | 20 15% | 12 30% | 50 22% | 46 18% | 16 25% | 20 25% | 41 22% | 8 21% | 33 19% | 49 18% |
| Total favorable | 359 90% | 120 92% | 140 89% | 99 89% | 212 95% | 103 86% | 315 92% | 36 80% | 149 90% | 74 91% | 91 93% | 24 91% | 111 88% | 248 91% | 328 94% | 30 62% | 122 92% | 29 72% | 208 92% | 242 94% | 50 80% | 67 83% | 174 92% | 26 69% | 160 93% | 246 90% |
| Total unfavorable | 29 7% | 9 7% | 10 6% | 10 9% | 7 3% | 13 10% | 20 6% | 9 20% | 13 8% | 4 5% | 7 7% | - | 9 7% | 20 7% | 12 3% | 17 35% | 10 8% | 10 25% | 9 4% | 14 5% | 12 19% | 3 4% | 13 7% | 11 31% | 4 2% | 21 8% |
| Somewhat unfavorable | 19 5% | 6 5% | 7 4% | 6 5% | 7 3% | 9 7% | 16 5% | 3 7% | 8 5% | 4 5% | 4 4% | - | 5 4% | 14 5% | 10 3% | 9 18% | 7 6% | 4 10% | 7 3% | 11 4% | 5 8% | 2 3% | 10 5% | 4 11% | 4 2% | 13 5% |
| Very unfavorable | 10 3% | 3 2% | 3 2% | 4 4% | 0 * | 4 3% | 4 1% | 6 13% | 4 3% | 1 1% | 3 3% | - | 4 3% | 6 2% | 2 1% | 8 17% | 3 2% | 6 14% | 2 1% | 3 1% | 7 11% | 1 1% | 3 1% | 7 20% | - | 9 3% |
| No opinion | 10 2% | 1 1% | 6 4% | 2 2% | 5 2% | 3 2% | 7 2% | - | 2 1% | 3 4% | 0 * | 2 9% | 5 4% | 5 2% | 6 2% | 1 3% | - | 1 3% | 8 4% | 1 * | 0 * | 9 11% | 2 1% | - | 8 4% | 6 2% |
| Total aware | 398 99% | 130 100% | 156 99% | 112 100% | 224 100% | 118 98% | 342 99% | 45 100% | 164 99% | 81 100% | 98 100% | 26 100% | 125 98% | 273 100% | 346 99% | 48 100% | 132 100% | 41 100% | 225 99% | 257 100% | 62 100% | 79 97% | 189 99% | 37 100% | 172 99% | 274 100% |
| Never heard of | 2 1% | - | 2 1% | - | - | 2 2% | 2 1% | - | 2 1% | - | - | - | 2 2% | - | 2 1% | - | - | - | 2 1% | - | - | 2 3% | 1 1% | - | 1 1% | 1 * |
| Total no opinion/never heard of | 12 3% | 1 1% | 9 5% | 2 2% | 5 2% | 5 4% | 9 3% | - | 4 3% | 3 4% | 0 * | 2 9% | 7 5% | 5 2% | 8 2% | 1 3% | - | 1 3% | 10 5% | 1 * | 0 * | 11 14% | 3 2% | - | 9 5% | 7 3% |
| Net favorable | 331 83% | 111 85% | 131 82% | 89 80% | 205 91% | 90 75% | 295 86% | 27 60% | 137 82% | 70 85% | 84 86% | 24 91% | 103 81% | 228 84% | 316 91% | 13 27% | 112 85% | 19 48% | 200 88% | 229 89% | 38 61% | 64 79% | 161 85% | 15 39% | 155 90% | 225 82% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

4. Awareness and perceptions of Josh Hawley

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|------------------------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Very favorable | 277 69% | 43 79% | 69 78% | 51 62% | 112 65% | 171 80% | 26 68% | 26 54% | 54 55% | 104 81% | 23 67% | 25 54% | 43 51% | 129 80% | 49 66% | 41 74% | 90 69% | 20 64% | 167 70% | 56 62% | 94 71% | 149 68% | 69 74% | 59 69% | |
| Somewhat favorable | 82 21% | 9 16% | 13 15% | 20 25% | 39 23% | 33 15% | 8 21% | 14 29% | 27 28% | 20 15% | 8 24% | 13 28% | 25 30% | 24 15% | 15 20% | 10 18% | 25 19% | 8 26% | 49 20% | 20 22% | 29 22% | 49 22% | 16 17% | 17 20% | |
| Total favorable | 359 90% | 52 95% | 83 93% | 71 87% | 150 88% | 204 95% | 34 89% | 40 83% | 81 83% | 124 97% | 31 91% | 38 82% | 68 80% | 153 95% | 64 86% | 51 92% | 115 88% | 29 90% | 216 91% | 76 84% | 123 94% | 198 90% | 85 91% | 76 89% | |
| Total unfavorable | 29 7% | 3 5% | 6 7% | 7 9% | 12 7% | 10 4% | 4 11% | 6 12% | 9 10% | 4 3% | 3 9% | 6 12% | 9 11% | 7 4% | 8 11% | 4 8% | 13 10% | 3 10% | 13 5% | 13 14% | 6 5% | 19 8% | 7 8% | 3 3% | |
| Somewhat unfavorable | 19 5% | 2 3% | 4 5% | 6 7% | 7 4% | 6 3% | 4 11% | 4 9% | 4 4% | 3 2% | 3 9% | 4 9% | 4 4% | 5 3% | 2 3% | 3 6% | 6 4% | 2 5% | 11 5% | 7 8% | 5 4% | 12 5% | 4 4% | 3 3% | |
| Very unfavorable | 10 3% | 1 3% | 2 2% | 1 2% | 6 3% | 3 1% | - | 1 3% | 6 6% | 2 1% | - | 1 3% | 6 7% | 2 1% | 6 8% | 1 2% | 7 5% | 1 4% | 2 1% | 6 6% | 1 1% | 7 3% | 4 4% | - | |
| No opinion | 10 2% | - | 1 1% | 2 2% | 7 4% | 2 1% | - | 1 3% | 7 7% | - | - | 1 3% | 6 7% | 2 1% | 2 3% | - | 2 2% | - | 7 3% | 2 2% | 1 1% | 3 1% | 1 1% | 6 7% | |
| Total aware | 398 99% | 55 100% | 89 100% | 81 99% | 170 99% | 215 100% | 38 100% | 47 98% | 97 99% | 128 100% | 34 100% | 45 98% | 84 99% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 236 99% | 90 100% | 130 99% | 220 99% | 93 100% | 85 99% | |
| Never heard of | 2 1% | - | - | 1 1% | 1 1% | - | - | 1 2% | 1 1% | - | - | 1 2% | 1 1% | - | - | - | - | - | 2 1% | - | 1 1% | 1 1% | - | 1 1% | |
| Total no opinion/never heard of | 12 3% | - | 1 1% | 3 4% | 8 5% | 2 1% | - | 2 5% | 8 8% | - | - | 2 5% | 7 8% | 2 1% | 2 3% | - | 2 2% | - | 9 4% | 2 2% | 2 2% | 4 2% | 1 1% | 7 8% | |
| Net favorable | 331 83% | 49 89% | 77 86% | 64 78% | 138 81% | 195 90% | 30 78% | 35 72% | 72 73% | 120 93% | 28 81% | 32 70% | 58 69% | 147 91% | 56 75% | 46 84% | 102 79% | 26 80% | 203 85% | 63 70% | 117 89% | 180 81% | 78 84% | 73 86% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

4. Awareness and perceptions of Josh Hawley

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|------------------------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Very favorable | 277 69% | 53 69% | 66 69% | 119 69% | 26 60% | 132 72% | 8 58% | 178 72% | 91 70% | 186 72% | 75 66% |
| Somewhat favorable | 82 21% | 12 15% | 23 23% | 34 20% | 11 24% | 37 20% | 4 31% | 48 19% | 28 21% | 55 21% | 19 17% |
| Total favorable | 359 90% | 65 84% | 89 92% | 154 89% | 36 84% | 169 92% | 12 90% | 225 91% | 119 91% | 241 93% | 94 83% |
| Total unfavorable | 29 7% | 11 15% | 6 6% | 17 10% | 6 13% | 6 3% | - | 15 6% | 8 6% | 12 5% | 14 13% |
| Somewhat unfavorable | 19 5% | 5 6% | 4 5% | 9 5% | 4 9% | 6 3% | - | 12 5% | 5 4% | 7 3% | 11 10% |
| Very unfavorable | 10 3% | 7 9% | 2 2% | 8 5% | 2 4% | - | - | 3 1% | 3 2% | 5 2% | 3 3% |
| No opinion | 10 2% | 1 1% | 1 1% | 2 1% | - | 8 4% | 1 10% | 6 3% | 2 2% | 5 2% | 4 3% |
| Total aware | 398 99% | 77 100% | 96 100% | 173 100% | 42 97% | 183 99% | 13 100% | 247 100% | 129 99% | 258 100% | 112 99% |
| Never heard of | 2 1% | - | - | - | 1 3% | 1 1% | - | 1 * | 1 1% | 1 * | 1 1% |
| Total no opinion/never heard of | 12 3% | 1 1% | 1 1% | 2 1% | 1 3% | 9 5% | 1 10% | 7 3% | 3 2% | 6 2% | 5 4% |
| Net favorable | 331 83% | 53 70% | 83 86% | 136 79% | 31 71% | 164 89% | 12 90% | 210 85% | 111 85% | 228 88% | 80 71% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

5. Awareness and perceptions of Eric Schmitt

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---------------------------------|-------------|-------------|---------------------|-----------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------------|-------------|-------------------|-------------|-------------------------------|----------------------|--------------|----------------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Very favorable | 187 47% | 77 50% | 46 52% | 23 34% | 40 44% | 8 44% | 35 55% | 31 49% | 18 32% | 15 48% | 36 60% | 18 35% | 25 45% | 95 48% | 91 46% | 35 35% | 41 49% | 111 51% | 42 45% | 53 50% | 33 37% | 58 53% | 156 53% | 12 23% | 168 49% | 19 34% |
| Somewhat favorable | 114 29% | 40 26% | 23 26% | 25 36% | 26 29% | 8 41% | 16 24% | 16 25% | 26 46% | 7 22% | 17 29% | 15 30% | 10 17% | 61 30% | 53 27% | 31 31% | 24 28% | 60 28% | 27 29% | 34 32% | 28 30% | 26 24% | 73 25% | 19 36% | 92 27% | 22 40% |
| Total favorable | 301 75% | 116 77% | 70 78% | 48 70% | 67 74% | 16 86% | 51 79% | 47 74% | 44 78% | 22 70% | 53 90% | 33 65% | 35 63% | 156 78% | 144 72% | 65 65% | 65 77% | 171 79% | 69 74% | 87 81% | 61 67% | 83 77% | 229 78% | 31 59% | 260 75% | 41 73% |
| Total unfavorable | 35 9% | 12 8% | 9 10% | 7 10% | 8 9% | 1 5% | 4 6% | 9 14% | 5 10% | 4 13% | 3 6% | 5 9% | 4 8% | 15 7% | 20 10% | 12 12% | 6 8% | 17 8% | 6 7% | 9 8% | 12 13% | 9 8% | 20 7% | 10 19% | 29 9% | 6 10% |
| Somewhat unfavorable | 24 6% | 7 5% | 7 7% | 4 6% | 6 7% | 1 5% | 3 5% | 3 5% | 5 9% | 2 6% | 3 6% | 3 7% | 3 6% | 11 6% | 13 6% | 9 9% | 2 2% | 14 6% | 6 7% | 5 5% | 4 5% | 9 8% | 13 4% | 7 13% | 20 6% | 4 8% |
| Very unfavorable | 11 3% | 4 3% | 2 2% | 2 3% | 2 2% | - - | 1 1% | 5 8% | 1 1% | 2 7% | - - | 1 2% | 1 2% | 3 2% | 7 4% | 3 3% | 4 5% | 3 2% | - - | 3 3% | 7 8% | - - | 6 2% | 3 5% | 9 3% | 1 3% |
| No opinion | 54 13% | 18 12% | 9 10% | 13 19% | 14 15% | - - | 7 11% | 6 9% | 6 12% | 4 14% | 3 5% | 12 23% | 16 28% | 24 12% | 30 15% | 18 18% | 10 12% | 26 12% | 12 13% | 11 11% | 15 17% | 15 14% | 35 12% | 10 20% | 46 13% | 8 15% |
| Total aware | 390 97% | 147 97% | 88 98% | 67 98% | 88 98% | 17 91% | 62 96% | 62 97% | 55 99% | 30 96% | 59 100% | 50 98% | 55 98% | 195 98% | 195 97% | 95 95% | 81 96% | 214 99% | 88 95% | 107 100% | 88 96% | 107 98% | 284 97% | 51 98% | 335 97% | 55 99% |
| Never heard of | 10 3% | 5 3% | 2 2% | 1 2% | 2 2% | 2 9% | 2 4% | 2 3% | 1 1% | 1 4% | - - | 1 2% | 1 2% | 5 2% | 5 3% | 5 5% | 3 4% | 2 1% | 5 5% | - - | 3 4% | 2 2% | 8 3% | 1 2% | 10 3% | 1 1% |
| Total no opinion/never heard of | 64 16% | 24 16% | 11 12% | 14 20% | 16 17% | 2 9% | 9 15% | 8 12% | 7 13% | 5 18% | 3 5% | 13 26% | 17 30% | 29 14% | 35 18% | 23 23% | 13 16% | 28 13% | 17 19% | 11 11% | 18 20% | 17 15% | 43 15% | 12 22% | 55 16% | 9 16% |
| Net favorable | 266 66% | 105 69% | 61 68% | 42 61% | 58 64% | 15 81% | 47 73% | 39 61% | 38 68% | 18 57% | 50 84% | 29 56% | 31 55% | 141 71% | 124 62% | 54 54% | 58 69% | 154 71% | 62 67% | 79 74% | 49 54% | 75 69% | 209 72% | 21 41% | 231 67% | 35 63% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

5. Awareness and perceptions of Eric Schmitt

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---------------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Very favorable | 187 47% | 48 37% | 71 45% | 67 60% | 122 54% | 47 39% | 169 49% | 17 39% | 88 53% | 32 39% | 44 45% | 12 45% | 67 53% | 120 44% | 179 51% | 8 16% | 76 57% | 15 37% | 95 42% | 141 55% | 19 31% | 27 33% | 110 58% | 10 27% | 66 39% | 143 52% |
| Somewhat favorable | 114 29% | 44 34% | 49 31% | 21 19% | 56 25% | 44 36% | 99 29% | 9 21% | 44 26% | 26 32% | 27 27% | 8 30% | 31 25% | 83 30% | 93 27% | 20 41% | 38 29% | 12 30% | 64 28% | 79 31% | 20 32% | 15 18% | 59 31% | 8 22% | 47 27% | 77 28% |
| Total favorable | 301 75% | 92 71% | 120 76% | 88 79% | 178 79% | 91 76% | 269 78% | 27 59% | 132 79% | 58 71% | 71 73% | 20 75% | 98 77% | 203 74% | 272 78% | 28 57% | 114 86% | 27 67% | 159 70% | 220 86% | 40 63% | 41 51% | 169 89% | 19 50% | 113 66% | 219 80% |
| Total unfavorable | 35 9% | 14 10% | 7 4% | 15 13% | 12 5% | 11 9% | 23 7% | 13 28% | 12 7% | 10 12% | 5 5% | 4 15% | 13 11% | 22 8% | 20 6% | 14 30% | 8 6% | 11 28% | 16 7% | 11 4% | 16 25% | 8 10% | 12 6% | 13 34% | 10 6% | 22 8% |
| Somewhat unfavorable | 24 6% | 9 7% | 4 3% | 11 10% | 11 5% | 7 5% | 18 5% | 7 14% | 8 5% | 9 11% | 3 3% | 3 11% | 10 8% | 14 5% | 17 5% | 8 16% | 6 5% | 6 16% | 12 5% | 8 3% | 10 16% | 6 8% | 10 5% | 5 14% | 9 5% | 15 6% |
| Very unfavorable | 11 3% | 4 3% | 3 2% | 4 3% | 1 * | 4 3% | 5 1% | 6 13% | 4 2% | 1 1% | 2 2% | 1 4% | 3 2% | 8 3% | 3 1% | 7 14% | 2 1% | 5 12% | 4 2% | 3 1% | 6 9% | 2 2% | 2 1% | 8 20% | 1 1% | 7 2% |
| No opinion | 54 13% | 18 14% | 27 17% | 9 8% | 30 14% | 12 10% | 43 12% | 6 13% | 21 12% | 10 12% | 18 19% | 2 7% | 14 11% | 40 15% | 48 14% | 5 10% | 10 7% | 2 5% | 42 19% | 22 9% | 6 9% | 26 32% | 5 3% | 5 14% | 43 25% | 33 12% |
| Total aware | 390 97% | 123 95% | 155 98% | 112 100% | 220 98% | 114 95% | 334 97% | 45 100% | 164 99% | 77 94% | 94 97% | 26 98% | 125 99% | 264 97% | 340 97% | 47 97% | 132 100% | 41 100% | 217 96% | 253 99% | 61 98% | 75 93% | 187 98% | 37 98% | 167 97% | 275 100% |
| Never heard of | 10 3% | 6 5% | 4 2% | - | 4 2% | 6 5% | 10 3% | - | 2 1% | 5 5% | 3 3% | 1 2% | 1 1% | 9 3% | 9 3% | 1 3% | - | - | 10 4% | 3 1% | 1 2% | 5 7% | 3 2% | 1 2% | 6 3% | - |
| Total no opinion/never heard of | 64 16% | 24 19% | 31 20% | 9 8% | 35 15% | 18 15% | 53 15% | 6 13% | 23 14% | 14 17% | 22 22% | 3 9% | 15 12% | 49 18% | 57 16% | 6 12% | 10 7% | 2 5% | 52 23% | 25 10% | 7 12% | 31 39% | 9 5% | 6 16% | 49 29% | 33 12% |
| Net favorable | 266 66% | 79 61% | 113 72% | 74 66% | 166 74% | 80 67% | 246 72% | 14 32% | 120 72% | 48 59% | 66 68% | 16 60% | 85 67% | 181 66% | 252 72% | 13 27% | 106 80% | 16 39% | 144 63% | 208 81% | 24 38% | 33 41% | 157 83% | 6 15% | 103 60% | 197 72% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

5. Awareness and perceptions of Eric Schmitt

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|------------------------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Very favorable | 187 47% | 24 44% | 53 60% | 42 52% | 64 37% | 115 53% | 18 48% | 27 56% | 27 27% | 79 62% | 17 51% | 24 53% | 22 26% | 91 56% | 32 43% | 30 55% | 63 48% | 16 51% | 108 45% | 46 51% | 70 53% | 116 52% | 37 40% | 33 39% | |
| Somewhat favorable | 114 29% | 17 31% | 19 21% | 31 38% | 47 27% | 54 25% | 13 35% | 17 34% | 30 31% | 32 25% | 11 33% | 17 36% | 27 32% | 37 23% | 27 36% | 16 28% | 42 32% | 8 26% | 63 27% | 22 24% | 51 39% | 73 33% | 27 29% | 14 17% | |
| Total favorable | 301 75% | 41 75% | 72 81% | 73 90% | 111 65% | 169 78% | 31 83% | 44 90% | 57 58% | 112 87% | 28 84% | 41 89% | 49 58% | 128 79% | 59 79% | 46 83% | 105 81% | 25 77% | 171 72% | 68 75% | 121 92% | 189 85% | 64 69% | 48 56% | |
| Total unfavorable | 35 9% | 5 9% | 7 8% | 4 5% | 19 11% | 14 6% | 1 3% | 4 9% | 16 16% | 6 5% | 1 3% | 4 9% | 14 17% | 9 6% | 11 15% | 2 4% | 13 10% | 3 8% | 19 8% | 13 14% | 4 3% | 17 8% | 12 13% | 6 7% | |
| Somewhat unfavorable | 24 6% | 4 8% | 5 5% | 4 4% | 12 7% | 11 5% | 1 3% | 4 7% | 9 9% | 4 3% | 1 3% | 4 8% | 8 9% | 6 4% | 6 7% | 2 4% | 8 6% | - | 17 7% | 8 9% | 3 2% | 11 5% | 9 9% | 5 6% | |
| Very unfavorable | 11 3% | 1 1% | 3 3% | 1 1% | 7 4% | 3 2% | - | 1 1% | 7 7% | 2 1% | - | 1 1% | 7 8% | 3 2% | 5 7% | - | 5 4% | 3 8% | 3 1% | 5 5% | 1 1% | 6 3% | 4 4% | 1 1% | |
| No opinion | 54 13% | 8 15% | 7 8% | 4 4% | 35 20% | 28 13% | 4 10% | 1 1% | 22 22% | 8 7% | 3 8% | 1 2% | 18 22% | 21 13% | 5 6% | 6 11% | 11 8% | 5 15% | 38 16% | 8 9% | 5 4% | 13 6% | 14 15% | 27 31% | |
| Total aware | 390 97% | 54 99% | 87 97% | 81 99% | 164 96% | 210 98% | 36 96% | 48 100% | 95 96% | 126 98% | 32 95% | 46 100% | 82 97% | 157 97% | 75 99% | 54 98% | 129 99% | 32 100% | 229 96% | 89 99% | 130 99% | 219 99% | 90 97% | 80 94% | |
| Never heard of | 10 3% | 1 1% | 2 3% | 1 1% | 7 4% | 5 2% | 2 4% | - | 4 4% | 2 2% | 2 5% | - | 3 3% | 4 3% | 1 1% | 1 2% | 1 1% | - | 9 4% | 1 1% | 1 1% | 2 1% | 3 3% | 5 6% | |
| Total no opinion/never heard of | 64 16% | 9 16% | 10 11% | 5 4% | 42 24% | 33 15% | 5 14% | 1 1% | 25 26% | 11 8% | 4 13% | 1 2% | 21 25% | 25 15% | 5 7% | 7 13% | 12 9% | 5 15% | 47 20% | 9 10% | 6 5% | 15 7% | 17 18% | 32 37% | |
| Net favorable | 266 66% | 36 66% | 65 73% | 69 84% | 92 54% | 155 72% | 30 80% | 39 81% | 41 42% | 106 82% | 27 81% | 37 80% | 34 41% | 119 73% | 48 64% | 44 79% | 92 70% | 22 69% | 152 64% | 55 61% | 117 89% | 172 78% | 52 56% | 42 48% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

5. Awareness and perceptions of Eric Schmitt

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|------------------------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Very favorable | 187 47% | 47 61% | 48 50% | 95 55% | 20 47% | 71 39% | 5 40% | 118 47% | 64 49% | 124 48% | 53 47% |
| Somewhat favorable | 114 29% | 17 22% | 37 39% | 55 32% | 6 13% | 54 29% | 4 31% | 72 29% | 36 28% | 73 28% | 32 28% |
| Total favorable | 301 75% | 64 84% | 86 89% | 150 87% | 26 61% | 125 68% | 9 70% | 189 76% | 100 77% | 197 76% | 85 75% |
| Total unfavorable | 35 9% | 8 11% | 5 5% | 13 7% | 11 25% | 11 6% | 1 10% | 18 7% | 10 8% | 22 9% | 11 10% |
| Somewhat unfavorable | 24 6% | 2 2% | 5 5% | 6 4% | 8 18% | 10 6% | 1 10% | 14 6% | 8 6% | 16 6% | 8 7% |
| Very unfavorable | 11 3% | 7 9% | - | 7 4% | 3 7% | 1 1% | - | 4 2% | 2 2% | 6 2% | 3 2% |
| No opinion | 54 13% | 4 5% | 5 5% | 9 5% | 5 11% | 40 22% | 2 15% | 34 14% | 18 14% | 34 13% | 15 13% |
| Total aware | 390 97% | 77 100% | 95 99% | 172 99% | 42 97% | 176 96% | 12 96% | 241 97% | 128 99% | 253 98% | 111 98% |
| Never heard of | 10 3% | - | 1 1% | 1 1% | 1 3% | 8 4% | 1 4% | 6 3% | 2 1% | 6 2% | 2 2% |
| Total no opinion/never heard of | 64 16% | 4 5% | 6 7% | 10 6% | 6 15% | 47 26% | 2 19% | 40 16% | 20 15% | 41 16% | 17 15% |
| Net favorable | 266 66% | 56 73% | 81 84% | 137 79% | 16 36% | 113 62% | 8 60% | 171 69% | 90 69% | 175 67% | 74 65% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

6. Awareness and perceptions of Donald Trump

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---------------------------------|-------------|-------------|---------------------|-----------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------------|-------------|-------------------|-------------|-------------------------------|----------------------|--------------|----------------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Very favorable | 273 68% | 92 61% | 61 68% | 49 72% | 70 77% | 13 69% | 38 59% | 37 57% | 36 64% | 23 73% | 40 68% | 40 78% | 46 82% | 143 72% | 130 65% | 60 60% | 57 68% | 156 72% | 67 73% | 76 71% | 49 54% | 80 74% | 222 76% | 20 39% | 242 70% | 31 55% |
| Somewhat favorable | 76 19% | 38 25% | 17 19% | 10 14% | 12 13% | 2 8% | 16 25% | 17 27% | 15 27% | 3 10% | 12 20% | 5 11% | 5 10% | 36 18% | 40 20% | 21 21% | 19 22% | 36 17% | 18 19% | 18 17% | 22 24% | 18 16% | 42 14% | 14 27% | 56 16% | 20 36% |
| Total favorable | 349 87% | 130 86% | 78 87% | 59 86% | 82 91% | 15 77% | 54 85% | 54 84% | 51 91% | 26 84% | 52 89% | 45 89% | 51 92% | 179 90% | 169 85% | 81 81% | 76 90% | 192 89% | 85 92% | 94 88% | 71 78% | 98 90% | 264 90% | 34 65% | 298 86% | 51 91% |
| Total unfavorable | 48 12% | 21 14% | 12 13% | 8 12% | 7 8% | 4 23% | 9 14% | 10 16% | 5 9% | 5 16% | 7 11% | 4 8% | 3 6% | 21 10% | 27 14% | 17 17% | 7 9% | 24 11% | 7 8% | 13 12% | 17 18% | 11 10% | 25 9% | 18 35% | 43 13% | 5 9% |
| Somewhat unfavorable | 24 6% | 12 8% | 4 4% | 4 6% | 5 5% | 3 18% | 6 9% | 4 6% | 4 8% | 1 3% | 2 4% | 3 7% | - | 8 4% | 17 8% | 12 12% | 2 3% | 10 5% | 3 3% | 5 5% | 11 12% | 5 5% | 13 4% | 7 14% | 20 6% | 4 7% |
| Very unfavorable | 24 6% | 9 6% | 8 9% | 4 6% | 3 3% | 1 5% | 3 5% | 6 10% | 1 1% | 4 13% | 4 7% | 1 2% | 3 6% | 13 6% | 11 5% | 5 5% | 5 6% | 14 6% | 5 5% | 8 8% | 6 6% | 5 5% | 12 4% | 11 21% | 23 7% | 1 1% |
| No opinion | 3 1% | 1 1% | - | 1 2% | 1 1% | - | 1 2% | - | - | - | - | - | 1 3% | - | 3 2% | 2 2% | 1 1% | - | - | - | 3 4% | - | 3 1% | - | 3 1% | - |
| Total aware | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |
| Total no opinion/never heard of | 3 1% | 1 1% | - | 1 2% | 1 1% | - | 1 2% | - | - | - | - | 1 3% | 1 2% | - | 3 2% | 2 2% | 1 1% | - | - | - | 3 4% | - | 3 1% | - | 3 1% | - |
| Net favorable | 300 75% | 109 72% | 66 74% | 51 74% | 75 82% | 10 54% | 45 71% | 44 68% | 46 82% | 21 67% | 45 77% | 41 80% | 48 86% | 159 79% | 142 71% | 64 64% | 68 81% | 168 78% | 78 84% | 81 75% | 55 60% | 87 80% | 239 82% | 16 30% | 254 74% | 46 83% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

6. Awareness and perceptions of Donald Trump

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---------------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Very favorable | 273 68% | 88 67% | 103 65% | 82 73% | 184 82% | 64 53% | 248 72% | 19 42% | 112 67% | 55 67% | 68 70% | 18 67% | 87 69% | 185 68% | 273 78% | - | 105 80% | 19 46% | 149 65% | 182 71% | 41 66% | 50 62% | 126 66% | 26 70% | 120 70% | 186 68% |
| Somewhat favorable | 76 19% | 28 21% | 31 20% | 17 15% | 28 13% | 33 27% | 61 18% | 12 26% | 34 21% | 16 20% | 22 23% | - | 30 24% | 46 17% | 76 22% | - | 16 12% | 8 20% | 52 23% | 48 19% | 10 16% | 18 22% | 38 20% | 2 5% | 36 21% | 52 19% |
| Total favorable | 349 87% | 115 89% | 134 85% | 99 88% | 213 95% | 97 81% | 309 90% | 31 68% | 146 88% | 71 87% | 90 92% | 18 67% | 118 93% | 231 85% | 349 100% | - | 121 91% | 27 66% | 201 88% | 230 89% | 51 82% | 68 84% | 164 86% | 28 76% | 156 90% | 237 86% |
| Total unfavorable | 48 12% | 12 9% | 23 15% | 13 12% | 10 4% | 21 18% | 31 9% | 14 32% | 19 11% | 11 13% | 7 8% | 6 24% | 9 7% | 39 14% | - | 48 100% | 11 9% | 14 34% | 23 10% | 27 11% | 11 18% | 10 12% | 26 14% | 9 24% | 13 8% | 37 13% |
| Somewhat unfavorable | 24 6% | 8 6% | 12 8% | 4 4% | 5 2% | 13 11% | 18 5% | 3 8% | 11 7% | 3 4% | 4 4% | 3 13% | 4 3% | 20 7% | - | 24 50% | 3 2% | 4 10% | 17 8% | 16 6% | 2 4% | 6 8% | 12 6% | 1 3% | 11 6% | 16 6% |
| Very unfavorable | 24 6% | 4 3% | 11 7% | 9 8% | 5 2% | 8 7% | 13 4% | 11 24% | 8 5% | 7 9% | 4 4% | 3 10% | 5 4% | 18 7% | - | 24 50% | 8 6% | 10 24% | 6 2% | 12 5% | 9 14% | 4 4% | 14 7% | 8 21% | 2 1% | 21 7% |
| No opinion | 3 1% | 2 2% | 1 1% | - | 1 1% | 2 2% | 3 1% | - | 1 1% | - | - | 2 9% | - | 3 1% | - | - | - | - | 3 1% | - | - | 3 4% | - | - | 3 2% | 1 ** |
| Total aware | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |
| Total no opinion/never heard of | 3 1% | 2 2% | 1 1% | - | 1 1% | 2 2% | 3 1% | - | 1 1% | - | - | 2 9% | - | 3 1% | - | - | - | - | 3 1% | - | - | 3 4% | - | - | 3 2% | 1 ** |
| Net favorable | 300 75% | 104 80% | 111 70% | 86 77% | 203 91% | 75 63% | 278 81% | 17 37% | 127 76% | 60 73% | 83 85% | 12 44% | 108 85% | 192 70% | 349 100% | -48 * | 110 83% | 13 32% | 178 78% | 202 79% | 40 65% | 58 72% | 138 73% | 19 52% | 143 83% | 201 73% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

6. Awareness and perceptions of Donald Trump

| | | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|------------------------------------|-------------|---|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Very favorable | 273 68% | 45 83% | 66 74% | 46 56% | 112 66% | 180 84% | 24 63% | 21 43% | 48 48% | 104 81% | 21 61% | 19 42% | 39 46% | 136 84% | 52 69% | 41 75% | 94 72% | 24 75% | 155 65% | 56 62% | 86 65% | 141 64% | 72 77% | 60 70% |
| Somewhat favorable | 76 19% | 8 14% | 15 16% | 20 24% | 34 20% | 25 11% | 7 18% | 16 33% | 28 29% | 17 13% | 7 20% | 15 33% | 25 29% | 17 11% | 7 9% | 11 19% | 18 14% | 7 22% | 51 22% | 12 13% | 32 25% | 44 20% | 20 21% | 12 14% |
| Total favorable | 349 87% | 53 97% | 80 90% | 66 81% | 146 85% | 205 95% | 31 81% | 37 76% | 76 77% | 120 94% | 28 81% | 34 75% | 64 76% | 153 95% | 59 79% | 52 94% | 111 85% | 31 97% | 206 87% | 67 75% | 118 90% | 185 84% | 91 98% | 72 84% |
| Total unfavorable | 48 12% | 2 3% | 9 10% | 16 19% | 22 13% | 9 4% | 7 19% | 11 24% | 20 20% | 8 6% | 6 19% | 11 25% | 18 22% | 8 5% | 15 20% | 3 6% | 18 14% | 1 3% | 29 12% | 23 25% | 12 9% | 35 16% | 2 2% | 11 13% |
| Somewhat unfavorable | 24 6% | 1 2% | 5 5% | 8 10% | 11 6% | 5 2% | 5 12% | 4 8% | 11 11% | 5 4% | 4 11% | 4 8% | 9 11% | 4 3% | 6 8% | 1 2% | 7 5% | - - | 17 7% | 9 10% | 8 6% | 17 8% | - - | 7 8% |
| Very unfavorable | 24 6% | 1 2% | 4 5% | 8 9% | 11 6% | 4 2% | 3 7% | 8 16% | 9 9% | 3 3% | 3 8% | 8 17% | 9 11% | 3 2% | 9 12% | 2 4% | 11 9% | 1 3% | 12 5% | 14 15% | 4 3% | 18 8% | 2 2% | 4 5% |
| No opinion | 3 1% | - | - | - | 3 2% | 1 * | - | - | 2 2% | - | - | - | 2 3% | 1 1% | 1 1% | - | 1 1% | - | 2 1% | - | 1 1% | 1 * | - | 2 3% |
| Total aware | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |
| Total no opinion/never heard of | 3 1% | - | - | - | 3 2% | 1 * | - | - | 2 2% | - | - | - | 2 3% | 1 1% | 1 1% | - | 1 1% | - | 2 1% | - | 1 1% | 1 * | - | 2 3% |
| Net favorable | 300 75% | 51 93% | 72 80% | 50 61% | 124 73% | 195 91% | 23 62% | 26 53% | 56 57% | 112 88% | 21 63% | 23 50% | 46 54% | 145 90% | 44 59% | 49 88% | 93 71% | 30 94% | 177 75% | 44 49% | 106 81% | 150 68% | 90 96% | 61 71% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

6. Awareness and perceptions of Donald Trump

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|------------------------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Very favorable | 273 68% | 50 65% | 56 58% | 106 61% | 37 85% | 130 71% | 10 74% | 163 66% | 97 74% | 186 72% | 65 58% |
| Somewhat favorable | 76 19% | 13 16% | 22 23% | 35 20% | 3 8% | 38 21% | 1 6% | 53 21% | 22 17% | 47 18% | 25 22% |
| Total favorable | 349 87% | 62 81% | 78 81% | 140 81% | 40 93% | 168 91% | 10 80% | 217 87% | 119 91% | 233 90% | 90 80% |
| Total unfavorable | 48 12% | 15 19% | 18 19% | 33 19% | 3 7% | 12 7% | 3 20% | 28 11% | 11 9% | 23 9% | 23 20% |
| Somewhat unfavorable | 24 6% | 3 4% | 11 12% | 14 8% | 1 2% | 9 5% | 1 10% | 17 7% | 6 5% | 13 5% | 11 10% |
| Very unfavorable | 24 6% | 12 15% | 7 7% | 19 11% | 2 5% | 3 2% | 1 10% | 11 4% | 5 4% | 10 4% | 12 10% |
| No opinion | 3 1% | - | - | - | - | 3 2% | - | 3 1% | - | 3 1% | - |
| Total aware | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |
| Total no opinion/never heard of | 3 1% | - | - | - | - | 3 2% | - | 3 1% | - | 3 1% | - |
| Net favorable | 300 75% | 48 62% | 60 62% | 108 62% | 38 87% | 155 85% | 8 60% | 189 76% | 107 83% | 210 81% | 67 59% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

7. Awareness and perceptions of Bill Eigel

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---------------------------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|----------------|-------------|---------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more than Dems | tot. Reps | Ind/dont know |
| Very favorable | 61 15% | 21 14% | 16 18% | 7 10% | 17 19% | 7 39% | 6 10% | 10 15% | 9 15% | 4 13% | 11 19% | 7 14% | 8 14% | 32 16% | 30 15% | 18 18% | 16 19% | 27 13% | 19 20% | 13 12% | 15 17% | 14 13% | 53 18% | 5 10% | 58 17% | 3 6% |
| Somewhat favorable | 71 18% | 38 25% | 11 12% | 8 12% | 13 15% | 5 26% | 16 25% | 19 29% | 8 14% | 3 10% | 7 12% | 6 12% | 7 12% | 39 19% | 32 16% | 16 16% | 14 17% | 41 19% | 15 17% | 24 22% | 15 16% | 17 16% | 49 17% | 10 19% | 59 17% | 12 21% |
| Total favorable | 132 33% | 59 39% | 28 31% | 15 22% | 31 34% | 12 65% | 22 35% | 28 44% | 17 30% | 7 23% | 18 31% | 13 26% | 15 26% | 71 35% | 62 31% | 33 33% | 30 36% | 69 32% | 34 37% | 37 34% | 30 33% | 32 29% | 102 35% | 15 29% | 117 34% | 15 27% |
| Total unfavorable | 41 10% | 17 11% | 6 7% | 7 11% | 10 11% | 1 5% | 6 10% | 9 14% | 2 4% | 4 13% | 3 5% | 6 12% | 9 16% | 21 10% | 20 10% | 11 11% | 9 11% | 20 9% | 9 10% | 12 11% | 11 12% | 9 8% | 27 9% | 10 18% | 37 11% | 4 7% |
| Somewhat unfavorable | 22 6% | 12 8% | 2 3% | 4 6% | 4 4% | 1 5% | 4 6% | 4 7% | 2 4% | - | 3 5% | 3 6% | 4 7% | 15 8% | 7 3% | 7 7% | 2 3% | 13 6% | 7 7% | 8 8% | 2 2% | 5 4% | 17 6% | 2 3% | 19 5% | 3 6% |
| Very unfavorable | 18 5% | 5 4% | 4 4% | 3 4% | 6 7% | - | 2 4% | 5 7% | - | 4 13% | - | 3 6% | 5 8% | 6 3% | 13 6% | 4 4% | 7 8% | 7 3% | 2 3% | 3 3% | 9 10% | 4 3% | 10 3% | 8 15% | 18 5% | 1 1% |
| No opinion | 123 31% | 52 34% | 30 34% | 20 29% | 21 24% | 3 15% | 25 40% | 15 23% | 18 32% | 10 34% | 22 38% | 11 22% | 18 32% | 64 32% | 59 30% | 26 26% | 26 30% | 71 33% | 29 31% | 35 33% | 23 25% | 36 33% | 85 29% | 16 31% | 101 29% | 22 39% |
| Total aware | 296 74% | 129 85% | 64 72% | 42 61% | 62 68% | 16 84% | 54 84% | 52 81% | 37 66% | 22 70% | 43 74% | 31 60% | 41 74% | 156 78% | 140 70% | 71 71% | 65 78% | 160 74% | 72 78% | 84 78% | 64 70% | 76 70% | 214 73% | 41 79% | 255 74% | 41 73% |
| Never heard of | 104 26% | 23 15% | 25 28% | 27 39% | 29 32% | 3 16% | 10 16% | 12 19% | 19 34% | 9 30% | 16 26% | 20 40% | 15 26% | 44 22% | 60 30% | 29 29% | 19 22% | 56 26% | 21 22% | 24 22% | 27 30% | 32 30% | 78 27% | 11 21% | 89 26% | 15 27% |
| Total no opinion/never heard of | 227 57% | 75 49% | 56 62% | 46 68% | 50 55% | 6 30% | 36 56% | 27 42% | 37 66% | 20 64% | 38 64% | 32 62% | 33 58% | 108 54% | 119 59% | 56 56% | 44 53% | 127 59% | 49 53% | 59 55% | 50 55% | 68 63% | 163 56% | 27 52% | 190 55% | 37 66% |
| Net favorable | 92 23% | 42 28% | 21 24% | 8 11% | 21 23% | 11 59% | 16 25% | 19 30% | 14 25% | 3 10% | 15 25% | 7 14% | 6 11% | 50 25% | 42 21% | 23 23% | 21 25% | 48 22% | 25 27% | 25 23% | 19 20% | 23 21% | 75 26% | 6 11% | 81 23% | 11 20% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

7. Awareness and perceptions of Bill Eigel

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---------------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Very favorable | 61 15% | 16 13% | 24 15% | 21 19% | 39 17% | 17 14% | 55 16% | 6 14% | 25 15% | 7 8% | 17 18% | 6 21% | 16 13% | 45 17% | 60 17% | 2 4% | 61 46% | - | - | 38 15% | 18 29% | 5 6% | 32 17% | 14 38% | 15 9% | 58 21% |
| Somewhat favorable | 71 18% | 23 18% | 31 20% | 17 15% | 48 21% | 18 15% | 65 19% | 6 13% | 34 20% | 17 21% | 15 15% | 1 2% | 22 17% | 49 18% | 61 18% | 10 20% | 71 54% | - | - | 55 22% | 8 12% | 8 10% | 47 25% | 4 11% | 19 11% | 62 23% |
| Total favorable | 132 33% | 39 30% | 56 35% | 38 34% | 86 38% | 34 28% | 120 35% | 12 27% | 59 35% | 23 29% | 32 33% | 6 23% | 38 30% | 94 34% | 121 35% | 11 24% | 132 100% | - | - | 94 36% | 26 42% | 13 16% | 79 42% | 19 50% | 35 20% | 121 44% |
| Total unfavorable | 41 10% | 11 8% | 16 10% | 14 13% | 21 9% | 15 12% | 35 10% | 5 12% | 16 10% | 8 9% | 9 9% | 3 13% | 14 11% | 26 10% | 27 8% | 14 29% | - | 41 100% | - | 18 7% | 18 29% | 5 6% | 26 14% | 9 24% | 6 3% | 37 14% |
| Somewhat unfavorable | 22 6% | 8 6% | 7 4% | 7 7% | 12 5% | 9 8% | 21 6% | 1 2% | 8 5% | 6 8% | 6 6% | 1 5% | 8 6% | 14 5% | 19 6% | 3 6% | - | 22 55% | - | 13 5% | 7 12% | 2 2% | 15 8% | 2 5% | 6 3% | 19 7% |
| Very unfavorable | 18 5% | 3 2% | 9 6% | 7 6% | 9 4% | 5 4% | 14 4% | 4 10% | 8 5% | 1 2% | 4 4% | 2 8% | 6 5% | 12 4% | 8 2% | 11 23% | - | 18 45% | - | 5 2% | 11 17% | 3 3% | 11 6% | 7 19% | - | 18 7% |
| No opinion | 123 31% | 39 30% | 46 29% | 38 34% | 64 29% | 37 31% | 102 30% | 13 28% | 57 34% | 17 20% | 35 36% | 8 29% | 39 31% | 84 31% | 110 32% | 12 25% | - | - | 123 54% | 81 32% | 9 14% | 33 41% | 44 23% | 2 6% | 77 44% | 117 43% |
| Total aware | 296 74% | 89 69% | 117 74% | 90 80% | 171 76% | 86 72% | 257 75% | 30 67% | 132 80% | 48 58% | 77 79% | 17 66% | 91 72% | 205 75% | 258 74% | 37 77% | 132 100% | 41 100% | 123 54% | 193 75% | 53 85% | 50 62% | 149 79% | 30 80% | 117 68% | 275 100% |
| Never heard of | 104 26% | 41 31% | 41 26% | 22 20% | 53 24% | 34 28% | 87 25% | 15 33% | 34 20% | 34 42% | 21 21% | 9 34% | 36 28% | 68 25% | 91 26% | 11 23% | - | - | 104 46% | 64 25% | 9 15% | 31 38% | 41 21% | 8 20% | 56 32% | - |
| Total no opinion/never heard of | 227 57% | 80 62% | 87 55% | 60 54% | 117 52% | 71 59% | 188 55% | 28 61% | 91 55% | 50 62% | 56 57% | 17 64% | 74 59% | 153 56% | 201 58% | 23 48% | - | - | 227 100% | 145 57% | 18 29% | 63 79% | 85 45% | 10 26% | 132 77% | 117 43% |
| Net favorable | 92 23% | 29 22% | 40 25% | 23 21% | 66 29% | 19 16% | 85 25% | 7 15% | 42 25% | 16 19% | 23 24% | 3 11% | 24 19% | 68 25% | 94 27% | -2 -5% | 132 100% | -41 * | - | 76 30% | 8 12% | 8 10% | 53 28% | 9 25% | 29 17% | 83 30% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

7. Awareness and perceptions of Bill Eigel

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|------------------------------------|---|------------|---------------|------------|-------------|---|---------------|-------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Very favorable | 61 15% | 36 66% | 10 11% | 5 6% | 11 6% | 51 24% | 6 16% | 2 5% | 2 2% | 25 19% | 5 15% | 2 5% | 2 2% | 15 10% | 35 46% | 14 25% | 48 37% | 5 14% | 9 4% | 9 10% | 22 17% | 31 14% | 26 28% | 5 5% | |
| Somewhat favorable | 71 18% | 13 23% | 15 17% | 10 13% | 30 18% | 48 22% | 7 19% | 4 8% | 13 13% | 31 25% | 7 21% | 2 5% | 12 14% | 35 22% | 14 18% | 28 50% | 41 32% | 4 13% | 25 11% | 20 22% | 26 20% | 46 21% | 17 18% | 9 10% | |
| Total favorable | 132 33% | 49 89% | 25 28% | 15 19% | 41 24% | 99 46% | 13 35% | 6 12% | 14 14% | 56 44% | 12 36% | 5 10% | 13 16% | 50 31% | 48 64% | 41 75% | 90 69% | 9 28% | 34 14% | 29 32% | 48 36% | 76 34% | 43 46% | 13 16% | |
| Total unfavorable | 41 10% | 3 5% | 6 7% | 20 25% | 11 6% | 12 6% | 2 5% | 18 38% | 8 8% | 7 6% | 1 2% | 18 40% | 7 9% | 10 6% | 21 27% | 5 10% | 26 20% | 8 25% | 7 3% | 18 20% | 12 9% | 30 13% | 6 7% | 5 6% | |
| Somewhat unfavorable | 22 6% | 3 5% | 5 5% | 9 11% | 5 3% | 11 5% | 1 3% | 8 16% | 2 2% | 6 5% | - | 8 17% | 2 2% | 10 6% | 8 10% | 4 7% | 12 9% | 4 12% | 7 3% | 5 5% | 7 6% | 12 5% | 5 6% | 5 6% | |
| Very unfavorable | 18 5% | - | 2 2% | 11 14% | 6 3% | 1 * | 1 2% | 10 22% | 6 7% | 1 1% | 1 2% | 10 23% | 6 7% | 1 * | 13 17% | 2 3% | 14 11% | 4 13% | - | 13 15% | 5 3% | 18 8% | 1 1% | - | |
| No opinion | 123 31% | 3 5% | 32 36% | 25 30% | 64 38% | 62 29% | 13 34% | 10 21% | 39 39% | 41 32% | 13 38% | 10 22% | 31 36% | 59 36% | 4 5% | 7 13% | 11 8% | 10 32% | 102 43% | 26 28% | 44 33% | 69 31% | 21 22% | 33 39% | |
| Total aware | 296 74% | 54 99% | 63 71% | 60 74% | 116 68% | 173 80% | 28 73% | 34 71% | 61 62% | 105 82% | 26 76% | 33 73% | 51 60% | 120 74% | 73 97% | 54 98% | 126 97% | 27 84% | 143 60% | 72 80% | 103 79% | 175 79% | 70 75% | 51 60% | |
| Never heard of | 104 26% | 1 1% | 26 29% | 21 26% | 55 32% | 42 20% | 10 27% | 14 29% | 37 38% | 24 18% | 8 24% | 13 27% | 33 40% | 42 26% | 3 3% | 1 2% | 4 3% | 5 16% | 95 40% | 18 20% | 28 21% | 46 21% | 23 25% | 35 40% | |
| Total no opinion/never heard of | 227 57% | 3 6% | 58 65% | 46 56% | 119 69% | 104 48% | 23 60% | 24 50% | 76 77% | 65 50% | 21 62% | 23 50% | 64 76% | 101 62% | 6 8% | 8 15% | 15 11% | 15 48% | 197 83% | 44 48% | 72 55% | 115 52% | 44 47% | 68 79% | |
| Net favorable | 92 23% | 46 84% | 19 21% | -5 -6% | 30 18% | 87 40% | 11 30% | -12 -25% | 6 6% | 49 38% | 11 34% | -13 -29% | 6 7% | 40 25% | 28 37% | 36 65% | 64 49% | 1 3% | 27 11% | 11 12% | 36 27% | 47 21% | 37 39% | 9 10% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

7. Awareness and perceptions of Bill Eigel

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|------------------------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Very favorable | 61 15% | 9 11% | 12 13% | 21 12% | 18 41% | 23 12% | 2 19% | 40 16% | 18 14% | 51 20% | 11 10% |
| Somewhat favorable | 71 18% | 15 20% | 22 23% | 37 21% | 10 24% | 24 13% | 2 13% | 46 18% | 23 18% | 49 19% | 19 17% |
| Total favorable | 132 33% | 24 31% | 34 36% | 58 33% | 28 65% | 46 25% | 4 32% | 86 35% | 41 32% | 99 38% | 30 26% |
| Total unfavorable | 41 10% | 17 23% | 13 13% | 30 17% | 1 2% | 10 5% | 3 20% | 18 7% | 14 11% | 18 7% | 19 17% |
| Somewhat unfavorable | 22 6% | 7 9% | 6 6% | 12 7% | - | 10 5% | - | 12 5% | 9 7% | 14 6% | 7 6% |
| Very unfavorable | 18 5% | 11 14% | 7 7% | 18 10% | 1 2% | - | 3 20% | 5 2% | 5 4% | 4 2% | 12 11% |
| No opinion | 123 31% | 18 23% | 28 29% | 45 26% | 6 13% | 72 39% | 4 29% | 81 33% | 38 29% | 77 30% | 35 31% |
| Total aware | 296 74% | 59 76% | 75 77% | 133 77% | 35 80% | 128 70% | 10 81% | 185 75% | 93 71% | 195 75% | 84 74% |
| Never heard of | 104 26% | 18 24% | 22 23% | 40 23% | 9 20% | 56 30% | 2 19% | 63 25% | 37 29% | 64 25% | 30 26% |
| Total no opinion/never heard of | 227 57% | 36 47% | 49 51% | 85 49% | 14 33% | 128 70% | 6 48% | 144 58% | 75 58% | 142 55% | 64 57% |
| Net favorable | 92 23% | 6 8% | 22 23% | 28 16% | 27 63% | 36 20% | 2 12% | 68 28% | 27 21% | 81 31% | 10 9% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

8. Awareness and perceptions of Jay Ashcroft

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---------------------------------|-------------|-------------|---------------------|-----------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------------|-------------|-------------------|-------------|-------------------------------|----------------------|--------------|----------------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Very favorable | 96 24% | 38 25% | 23 26% | 15 21% | 20 22% | 7 35% | 11 18% | 24 37% | 8 15% | 9 29% | 16 27% | 11 21% | 11 19% | 47 24% | 49 24% | 16 16% | 20 23% | 60 28% | 17 19% | 30 28% | 19 20% | 30 28% | 84 29% | 4 8% | 88 26% | 8 14% |
| Somewhat favorable | 161 40% | 60 40% | 37 41% | 30 44% | 33 37% | 5 26% | 33 51% | 19 29% | 30 54% | 9 30% | 27 46% | 21 41% | 17 30% | 82 41% | 79 39% | 35 35% | 27 32% | 99 46% | 31 34% | 51 47% | 30 33% | 49 45% | 116 40% | 24 45% | 139 40% | 21 38% |
| Total favorable | 257 64% | 99 65% | 60 67% | 45 66% | 54 59% | 12 61% | 44 69% | 43 66% | 38 69% | 18 59% | 43 73% | 31 61% | 28 50% | 129 65% | 128 64% | 51 51% | 46 55% | 160 74% | 48 52% | 81 75% | 49 53% | 79 73% | 200 68% | 28 53% | 227 66% | 29 53% |
| Total unfavorable | 62 16% | 23 15% | 12 14% | 12 18% | 15 17% | 3 18% | 5 7% | 14 21% | 6 11% | 5 16% | 8 13% | 12 23% | 10 18% | 29 15% | 33 16% | 16 16% | 22 26% | 25 12% | 17 18% | 12 12% | 21 23% | 12 11% | 40 14% | 11 21% | 51 15% | 11 20% |
| Somewhat unfavorable | 33 8% | 13 9% | 5 5% | 6 9% | 9 10% | 1 5% | 4 6% | 6 10% | 3 6% | 2 6% | 5 8% | 6 11% | 6 11% | 13 7% | 20 10% | 7 7% | 12 14% | 15 7% | 5 6% | 8 7% | 13 14% | 7 7% | 22 7% | 5 10% | 27 8% | 7 12% |
| Very unfavorable | 29 7% | 10 7% | 7 8% | 6 8% | 6 7% | 2 13% | 1 1% | 7 12% | 3 5% | 3 10% | 3 5% | 6 12% | 4 7% | 16 8% | 13 6% | 9 9% | 10 12% | 10 5% | 12 13% | 5 4% | 8 8% | 5 5% | 19 6% | 6 12% | 25 7% | 4 8% |
| No opinion | 76 19% | 29 19% | 17 20% | 11 17% | 18 19% | 4 21% | 14 22% | 7 10% | 10 18% | 8 25% | 8 14% | 7 14% | 17 31% | 38 19% | 38 19% | 31 31% | 14 16% | 30 14% | 24 25% | 14 13% | 21 23% | 16 15% | 50 17% | 11 21% | 60 18% | 15 27% |
| Total aware | 395 99% | 151 99% | 89 100% | 68 100% | 87 96% | 19 100% | 63 98% | 63 98% | 55 98% | 31 100% | 59 100% | 50 98% | 55 99% | 197 98% | 198 99% | 98 98% | 82 97% | 215 99% | 89 96% | 107 100% | 91 99% | 108 99% | 289 99% | 50 96% | 339 99% | 56 100% |
| Never heard of | 5 1% | 1 1% | - | - | 4 4% | - | 1 2% | 1 2% | 1 2% | - | - | 1 2% | 1 1% | 3 2% | 2 1% | 2 2% | 2 3% | 1 1% | 3 4% | - | 1 1% | 1 1% | 3 1% | 2 4% | 5 1% | - |
| Total no opinion/never heard of | 81 20% | 30 20% | 17 20% | 11 17% | 22 24% | 4 21% | 15 24% | 8 12% | 11 20% | 8 25% | 8 14% | 8 16% | 18 32% | 41 21% | 39 20% | 33 33% | 16 19% | 32 15% | 27 29% | 14 13% | 22 24% | 17 16% | 52 18% | 13 25% | 66 19% | 15 27% |
| Net favorable | 194 49% | 76 50% | 48 53% | 33 48% | 38 42% | 8 43% | 39 61% | 29 45% | 32 57% | 13 43% | 35 60% | 20 39% | 18 32% | 100 50% | 95 47% | 35 35% | 25 29% | 135 62% | 31 34% | 68 64% | 28 31% | 67 61% | 159 55% | 17 32% | 176 51% | 18 33% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

8. Awareness and perceptions of Jay Ashcroft

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---------------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Very favorable | 96 24% | 19 15% | 44 28% | 33 30% | 69 31% | 22 18% | 91 27% | 2 4% | 48 29% | 10 12% | 25 26% | 7 27% | 26 21% | 70 26% | 87 25% | 9 20% | 39 30% | 7 16% | 50 22% | 96 37% | - | - | 58 30% | 7 18% | 32 18% | 71 26% |
| Somewhat favorable | 161 40% | 57 44% | 63 39% | 42 37% | 91 41% | 51 42% | 142 41% | 13 30% | 73 44% | 28 35% | 39 40% | 8 30% | 42 33% | 119 43% | 143 41% | 18 37% | 54 41% | 11 27% | 95 42% | 161 63% | - | - | 84 44% | 8 22% | 69 40% | 106 39% |
| Total favorable | 257 64% | 76 58% | 106 67% | 75 67% | 161 72% | 72 60% | 233 68% | 15 34% | 121 73% | 38 47% | 64 66% | 15 57% | 69 54% | 188 69% | 230 66% | 27 57% | 94 71% | 18 44% | 145 64% | 257 100% | - | - | 141 74% | 15 40% | 101 58% | 177 64% |
| Total unfavorable | 62 16% | 17 13% | 25 16% | 21 19% | 31 14% | 19 16% | 50 15% | 12 27% | 21 12% | 13 16% | 15 16% | 6 22% | 27 21% | 35 13% | 51 15% | 11 23% | 26 20% | 18 45% | 18 8% | - | 62 100% | - | 25 13% | 21 57% | 17 10% | 50 18% |
| Somewhat unfavorable | 33 8% | 7 5% | 12 8% | 14 13% | 19 9% | 14 12% | 33 10% | - | 12 7% | 8 10% | 8 9% | 1 5% | 17 14% | 16 6% | 29 8% | 5 10% | 14 10% | 6 15% | 13 6% | - | 33 53% | - | 12 6% | 9 24% | 12 7% | 26 10% |
| Very unfavorable | 29 7% | 10 7% | 13 8% | 7 6% | 12 5% | 5 4% | 17 5% | 12 27% | 8 5% | 5 7% | 7 7% | 5 17% | 10 8% | 20 7% | 23 7% | 6 13% | 12 9% | 12 30% | 5 2% | - | 29 47% | - | 12 7% | 12 33% | 4 3% | 24 9% |
| No opinion | 76 19% | 35 27% | 25 16% | 15 14% | 29 13% | 26 22% | 55 16% | 18 40% | 23 14% | 28 34% | 17 17% | 6 21% | 30 24% | 46 17% | 62 18% | 10 20% | 13 10% | 5 11% | 58 26% | - | - | 76 94% | 22 12% | 1 3% | 52 30% | 48 17% |
| Total aware | 395 99% | 128 98% | 156 99% | 111 99% | 221 99% | 118 98% | 339 99% | 45 100% | 165 99% | 79 97% | 96 99% | 26 100% | 126 99% | 269 99% | 343 99% | 48 100% | 132 100% | 41 100% | 222 98% | 257 100% | 62 100% | 76 94% | 188 99% | 37 100% | 170 98% | 275 100% |
| Never heard of | 5 1% | 2 2% | 2 1% | 1 1% | 3 1% | 2 2% | 5 1% | - | 2 1% | 2 3% | 1 1% | - | 1 1% | 4 1% | 5 1% | - | - | - | 5 2% | - | - | 5 6% | 2 1% | - | 3 2% | - |
| Total no opinion/never heard of | 81 20% | 37 29% | 27 17% | 16 14% | 32 14% | 28 23% | 60 18% | 18 40% | 24 15% | 30 37% | 18 18% | 6 21% | 31 24% | 50 18% | 68 19% | 10 20% | 13 10% | 5 11% | 63 28% | - | - | 81 100% | 24 13% | 1 3% | 55 32% | 48 17% |
| Net favorable | 194 49% | 59 46% | 82 51% | 54 48% | 130 58% | 53 44% | 183 53% | 3 7% | 100 60% | 25 31% | 49 50% | 9 34% | 42 33% | 153 56% | 178 51% | 16 34% | 68 51% | -1 -1% | 127 56% | 257 100% | -62 * | - | 117 61% | -6 -16% | 84 49% | 127 46% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

8. Awareness and perceptions of Jay Ashcroft

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|------------------------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Very favorable | 96 24% | 4 8% | 56 63% | 14 17% | 20 12% | 48 22% | 21 57% | 11 22% | 16 16% | 29 23% | 21 61% | 10 21% | 10 12% | 43 27% | 14 19% | 16 28% | 30 23% | 9 28% | 57 24% | 48 53% | 30 23% | 78 35% | 9 9% | 9 11% | |
| Somewhat favorable | 161 40% | 19 35% | 31 35% | 40 48% | 69 41% | 97 45% | 14 38% | 19 39% | 31 32% | 66 51% | 13 39% | 17 38% | 27 31% | 77 48% | 26 34% | 26 47% | 52 40% | 17 55% | 92 39% | 20 22% | 86 65% | 105 48% | 34 36% | 22 25% | |
| Total favorable | 257 64% | 24 43% | 87 98% | 53 65% | 89 52% | 144 67% | 36 94% | 29 61% | 47 48% | 95 74% | 34 100% | 27 59% | 37 43% | 121 75% | 40 53% | 41 75% | 81 63% | 26 83% | 149 63% | 68 75% | 116 88% | 183 83% | 43 46% | 31 36% | |
| Total unfavorable | 62 16% | 23 43% | - | 18 22% | 21 12% | 32 15% | 2 6% | 13 27% | 16 16% | 9 7% | - | 13 28% | 15 18% | 9 6% | 28 37% | 8 14% | 36 27% | 4 12% | 23 10% | 13 15% | 5 4% | 18 8% | 38 41% | 6 7% | |
| Somewhat unfavorable | 33 8% | 14 25% | - | 9 11% | 11 6% | 19 9% | 1 3% | 7 15% | 6 6% | 7 5% | - | 7 16% | 5 6% | 6 4% | 12 16% | 4 7% | 16 13% | 1 3% | 16 7% | 5 6% | 3 2% | 8 3% | 21 22% | 5 6% | |
| Very unfavorable | 29 7% | 10 18% | - | 9 11% | 10 6% | 12 6% | 1 3% | 6 12% | 10 10% | 3 2% | - | 6 12% | 10 12% | 4 2% | 16 21% | 4 7% | 19 15% | 3 10% | 7 3% | 8 9% | 2 1% | 10 5% | 18 19% | 1 1% | |
| No opinion | 76 19% | 8 14% | 2 2% | 9 12% | 56 33% | 37 17% | - | 5 10% | 34 35% | 23 18% | - | 5 11% | 32 37% | 29 18% | 7 9% | 6 11% | 13 10% | 2 5% | 61 26% | 9 10% | 10 7% | 19 8% | 11 12% | 45 53% | |
| Total aware | 395 99% | 55 100% | 89 100% | 81 99% | 167 98% | 213 99% | 38 100% | 47 98% | 97 99% | 128 100% | 34 100% | 45 98% | 83 99% | 159 98% | 75 100% | 55 100% | 130 100% | 32 100% | 233 98% | 90 100% | 130 99% | 220 99% | 92 99% | 82 96% | |
| Never heard of | 5 1% | - | - | 1 1% | 4 2% | 3 1% | - | 1 2% | 1 1% | 1 * | - | 1 2% | 1 1% | 3 2% | - | - | - | - | 5 2% | - | 1 1% | 1 1% | 1 1% | 3 4% | |
| Total no opinion/never heard of | 81 20% | 8 14% | 2 2% | 11 13% | 60 35% | 39 18% | - | 6 13% | 35 36% | 24 18% | - | 6 13% | 33 39% | 32 20% | 7 9% | 6 11% | 13 10% | 2 5% | 66 28% | 9 10% | 11 8% | 20 9% | 12 13% | 49 57% | |
| Net favorable | 194 49% | 0 * | 87 98% | 35 43% | 68 40% | 113 52% | 34 89% | 17 34% | 32 32% | 86 67% | 34 100% | 14 30% | 22 26% | 112 69% | 12 16% | 34 61% | 46 35% | 22 70% | 126 53% | 54 60% | 111 85% | 165 75% | 4 5% | 25 29% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

8. Awareness and perceptions of Jay Ashcroft

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|------------------------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Very favorable | 96 24% | 30 39% | 20 21% | 50 29% | 8 18% | 38 21% | 2 12% | 56 23% | 39 30% | 59 23% | 34 30% |
| Somewhat favorable | 161 40% | 23 30% | 55 57% | 78 45% | 11 26% | 72 39% | 6 49% | 102 41% | 51 40% | 101 39% | 44 39% |
| Total favorable | 257 64% | 53 69% | 75 78% | 128 74% | 19 44% | 110 60% | 8 61% | 158 64% | 90 69% | 160 62% | 78 69% |
| Total unfavorable | 62 16% | 16 21% | 10 10% | 25 15% | 20 46% | 17 9% | 4 29% | 35 14% | 19 15% | 43 16% | 17 15% |
| Somewhat unfavorable | 33 8% | 7 9% | 6 6% | 13 7% | 6 15% | 14 8% | 3 20% | 20 8% | 10 8% | 24 9% | 9 8% |
| Very unfavorable | 29 7% | 9 12% | 4 4% | 13 7% | 14 32% | 3 1% | 1 9% | 15 6% | 9 7% | 19 7% | 8 7% |
| No opinion | 76 19% | 8 11% | 11 11% | 19 11% | 3 7% | 54 29% | 1 10% | 50 20% | 20 15% | 52 20% | 17 15% |
| Total aware | 395 99% | 77 100% | 95 99% | 172 99% | 42 97% | 181 98% | 13 100% | 244 98% | 129 99% | 255 98% | 112 99% |
| Never heard of | 5 1% | - | 1 1% | 1 1% | 1 3% | 3 2% | - | 4 2% | 1 1% | 4 2% | 1 1% |
| Total no opinion/never heard of | 81 20% | 8 11% | 12 12% | 20 12% | 4 9% | 57 31% | 1 10% | 54 22% | 21 16% | 56 22% | 19 16% |
| Net favorable | 194 49% | 37 48% | 65 68% | 102 59% | -1 -2% | 93 51% | 4 32% | 123 49% | 71 54% | 118 45% | 62 54% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

9. Awareness and perceptions of Mike Kehoe

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---------------------------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|----------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Very favorable | 83 21% | 29 19% | 13 14% | 16 24% | 25 28% | 3 17% | 8 12% | 19 29% | 11 20% | 4 13% | 16 27% | 8 16% | 14 25% | 37 18% | 47 23% | 20 20% | 18 21% | 46 21% | 18 19% | 19 18% | 20 22% | 27 25% | 67 23% | 8 15% | 75 22% | 8 15% |
| Somewhat favorable | 107 27% | 51 34% | 12 14% | 16 23% | 27 30% | 10 55% | 22 34% | 19 29% | 13 23% | 4 14% | 15 26% | 12 23% | 11 20% | 57 29% | 49 25% | 27 27% | 19 23% | 61 28% | 24 26% | 33 31% | 22 24% | 27 25% | 75 26% | 17 32% | 91 27% | 15 27% |
| Total favorable | 190 47% | 80 53% | 25 28% | 32 47% | 52 58% | 14 72% | 30 46% | 37 59% | 24 44% | 8 26% | 31 53% | 20 39% | 25 45% | 94 47% | 96 48% | 47 47% | 37 44% | 107 49% | 42 45% | 52 49% | 42 46% | 54 50% | 142 49% | 25 47% | 166 48% | 24 42% |
| Total unfavorable | 37 9% | 7 5% | 7 8% | 12 18% | 11 12% | 2 13% | 2 4% | 7 11% | 7 13% | 3 10% | 1 2% | 10 20% | 4 7% | 19 9% | 19 9% | 13 13% | 11 13% | 14 6% | 13 15% | 5 5% | 10 11% | 9 8% | 29 10% | 5 10% | 34 10% | 4 6% |
| Somewhat unfavorable | 20 5% | 2 2% | 3 4% | 9 13% | 5 6% | - | 2 4% | 2 2% | 6 11% | - | 1 2% | 7 14% | 2 3% | 9 5% | 11 5% | 9 9% | 2 2% | 10 4% | 7 8% | 2 2% | 3 3% | 8 7% | 14 5% | 3 6% | 17 5% | 4 6% |
| Very unfavorable | 17 4% | 5 3% | 4 4% | 4 5% | 5 6% | 2 13% | - | 5 8% | 1 2% | 3 10% | - | 3 6% | 2 4% | 9 5% | 8 4% | 4 4% | 9 11% | 4 2% | 6 7% | 3 3% | 7 8% | 1 1% | 15 5% | 2 4% | 17 5% | - |
| No opinion | 116 29% | 50 33% | 34 38% | 17 26% | 15 17% | 3 16% | 23 36% | 17 27% | 11 20% | 10 34% | 20 34% | 13 26% | 18 32% | 62 31% | 54 27% | 28 28% | 20 24% | 67 31% | 25 27% | 36 34% | 24 26% | 31 28% | 77 26% | 18 34% | 95 27% | 22 39% |
| Total aware | 343 86% | 137 91% | 66 74% | 62 91% | 78 87% | 19 100% | 55 86% | 62 96% | 43 77% | 22 70% | 52 89% | 44 85% | 47 84% | 174 87% | 169 85% | 88 88% | 68 81% | 188 87% | 80 87% | 94 88% | 75 83% | 94 86% | 247 85% | 48 91% | 295 86% | 49 88% |
| Never heard of | 57 14% | 14 9% | 23 26% | 6 9% | 12 13% | - | 9 14% | 2 4% | 13 23% | 9 30% | 7 11% | 7 15% | 9 16% | 26 13% | 31 15% | 12 12% | 16 19% | 28 13% | 12 13% | 13 12% | 16 17% | 15 14% | 45 15% | 5 9% | 50 14% | 7 12% |
| Total no opinion/never heard of | 173 43% | 64 42% | 57 64% | 24 35% | 27 30% | 3 16% | 32 50% | 20 31% | 24 43% | 20 64% | 27 45% | 21 40% | 27 48% | 87 44% | 85 43% | 41 41% | 36 43% | 95 44% | 38 41% | 50 46% | 39 43% | 46 42% | 121 42% | 23 43% | 144 42% | 28 51% |
| Net favorable | 152 38% | 73 48% | 18 20% | 19 28% | 42 46% | 11 59% | 27 43% | 31 48% | 17 31% | 5 16% | 30 51% | 10 19% | 22 39% | 75 38% | 77 39% | 34 34% | 26 31% | 93 43% | 28 30% | 47 44% | 32 35% | 45 42% | 113 39% | 20 37% | 132 38% | 20 36% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

9. Awareness and perceptions of Mike Kehoe

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---------------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Very favorable | 83 21% | 25 19% | 29 28% | 30 27% | 48 21% | 30 25% | 78 23% | 2 4% | 37 22% | 14 17% | 18 18% | 5 19% | 25 20% | 58 21% | 75 21% | 9 18% | 28 21% | 14 34% | 42 18% | 64 25% | 12 20% | 7 8% | 83 44% | - | - | 62 23% |
| Somewhat favorable | 107 27% | 32 25% | 45 29% | 29 26% | 60 27% | 35 30% | 95 28% | 9 19% | 42 25% | 26 32% | 26 26% | 8 30% | 33 26% | 74 27% | 90 26% | 17 36% | 51 39% | 12 30% | 43 19% | 77 30% | 12 20% | 17 22% | 107 56% | - | - | 87 32% |
| Total favorable | 190 47% | 57 44% | 74 46% | 59 53% | 108 48% | 66 55% | 174 51% | 11 24% | 79 48% | 40 50% | 44 45% | 13 49% | 58 46% | 132 48% | 164 47% | 26 54% | 79 60% | 26 64% | 85 37% | 141 55% | 25 39% | 24 30% | 190 100% | - | - | 149 54% |
| Total unfavorable | 37 9% | 9 7% | 12 8% | 16 14% | 18 8% | 8 7% | 26 7% | 12 26% | 15 9% | 5 6% | 8 8% | 4 17% | 12 10% | 25 9% | 28 8% | 9 19% | 19 14% | 9 23% | 10 4% | 15 6% | 21 34% | 1 1% | - | 37 100% | - | 30 11% |
| Somewhat unfavorable | 20 5% | 7 5% | 3 2% | 10 9% | 11 5% | 8 6% | 18 5% | 2 4% | 7 4% | 5 6% | 4 4% | 3 11% | 7 6% | 13 5% | 17 5% | 3 6% | 9 7% | 4 10% | 7 3% | 12 5% | 7 11% | 1 1% | - | 20 54% | - | 15 5% |
| Very unfavorable | 17 4% | 2 2% | 9 6% | 6 6% | 7 3% | 1 * | 7 2% | 10 22% | 8 5% | 1 1% | 4 4% | 2 6% | 5 4% | 12 4% | 11 3% | 6 12% | 10 7% | 5 13% | 2 1% | 3 1% | 14 23% | - | - | 17 46% | - | 15 5% |
| No opinion | 116 29% | 39 30% | 50 31% | 27 25% | 64 28% | 32 27% | 96 28% | 15 33% | 55 33% | 22 27% | 28 28% | 5 19% | 44 35% | 72 26% | 100 29% | 13 26% | 23 17% | 3 6% | 91 40% | 62 24% | 11 17% | 44 54% | - | - | 116 67% | 96 35% |
| Total aware | 343 86% | 105 81% | 136 86% | 102 92% | 189 84% | 106 88% | 295 86% | 37 83% | 149 90% | 67 83% | 79 81% | 22 85% | 115 90% | 229 84% | 292 84% | 48 99% | 121 91% | 37 92% | 185 82% | 218 85% | 56 90% | 69 86% | 190 100% | 37 100% | 116 67% | 275 100% |
| Never heard of | 57 14% | 25 19% | 23 14% | 9 8% | 35 16% | 14 12% | 49 14% | 8 17% | 17 10% | 14 17% | 18 19% | 4 15% | 12 10% | 44 16% | 56 16% | 1 1% | 12 9% | 3 8% | 42 18% | 39 15% | 6 10% | 11 14% | - | - | 57 33% | - |
| Total no opinion/never heard of | 173 43% | 64 49% | 72 46% | 37 33% | 99 44% | 46 38% | 144 42% | 23 50% | 72 43% | 36 44% | 46 47% | 9 35% | 56 45% | 116 43% | 156 45% | 13 27% | 35 26% | 6 14% | 132 58% | 101 39% | 17 27% | 55 69% | - | - | 173 100% | 96 35% |
| Net favorable | 152 38% | 48 37% | 61 39% | 43 39% | 90 40% | 58 48% | 148 43% | -1 -2% | 64 39% | 35 43% | 36 36% | 8 32% | 46 36% | 107 39% | 136 39% | 17 35% | 61 46% | 17 41% | 75 33% | 126 49% | 3 5% | 23 28% | 190 100% | -37 * | - | 119 43% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

9. Awareness and perceptions of Mike Kehoe

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|------------------------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Very favorable | 83 21% | 3 6% | 20 22% | 50 61% | 10 6% | 28 13% | 12 31% | 37 77% | 7 7% | 23 18% | 11 31% | 36 78% | 3 3% | 25 15% | 15 20% | 13 23% | 27 21% | 14 45% | 42 17% | 26 28% | 35 26% | 60 27% | 17 18% | 6 7% | |
| Somewhat favorable | 107 27% | 11 20% | 22 25% | 29 36% | 42 25% | 59 27% | 11 29% | 11 23% | 26 26% | 40 31% | 11 32% | 10 22% | 22 26% | 48 30% | 23 30% | 19 34% | 42 32% | 7 23% | 58 24% | 29 32% | 40 30% | 68 31% | 17 18% | 21 25% | |
| Total favorable | 190 47% | 14 26% | 42 47% | 79 97% | 53 31% | 87 40% | 23 60% | 48 100% | 32 33% | 63 49% | 22 64% | 46 100% | 24 29% | 72 45% | 38 50% | 31 57% | 69 53% | 22 68% | 99 42% | 54 60% | 74 57% | 129 58% | 34 36% | 28 32% | |
| Total unfavorable | 37 9% | 16 29% | 8 9% | - | 14 8% | 24 11% | 3 7% | - | 11 11% | 8 6% | 3 8% | - | 10 12% | 8 5% | 18 24% | 6 12% | 24 19% | 3 9% | 10 4% | 10 11% | 6 4% | 16 7% | 19 21% | 2 3% | |
| Somewhat unfavorable | 20 5% | 6 11% | 5 6% | - | 9 5% | 12 5% | 2 5% | - | 7 7% | 5 4% | 2 6% | - | 6 7% | 6 3% | 7 9% | 3 5% | 9 7% | 2 6% | 9 4% | 5 6% | 6 4% | 11 5% | 7 7% | 2 3% | |
| Very unfavorable | 17 4% | 10 18% | 2 3% | - | 5 3% | 12 6% | 1 2% | - | 4 4% | 3 3% | 1 2% | - | 4 5% | 2 2% | 11 15% | 4 7% | 15 11% | 1 3% | 2 1% | 5 6% | - | 5 2% | 12 13% | - | |
| No opinion | 116 29% | 15 27% | 29 32% | 2 3% | 70 41% | 68 31% | 7 17% | - | 42 43% | 36 28% | 7 19% | - | 36 43% | 53 33% | 12 15% | 12 22% | 24 18% | 5 14% | 88 37% | 21 24% | 32 24% | 53 24% | 27 29% | 36 42% | |
| Total aware | 343 86% | 45 81% | 78 88% | 82 100% | 137 80% | 178 83% | 32 84% | 48 100% | 85 86% | 106 83% | 31 91% | 46 100% | 71 84% | 134 83% | 67 89% | 50 91% | 117 90% | 29 91% | 197 83% | 86 95% | 112 85% | 198 89% | 80 86% | 66 76% | |
| Never heard of | 57 14% | 10 19% | 11 12% | - | 34 20% | 37 17% | 6 16% | - | 13 14% | 22 17% | 3 9% | - | 13 16% | 28 17% | 8 11% | 5 9% | 13 10% | 3 9% | 41 17% | 4 5% | 19 15% | 24 11% | 13 14% | 20 24% | |
| Total no opinion/never heard of | 173 43% | 25 45% | 40 45% | 2 3% | 104 61% | 105 49% | 13 33% | - | 55 56% | 58 45% | 10 28% | - | 50 59% | 81 50% | 20 26% | 17 31% | 37 28% | 7 23% | 128 54% | 26 28% | 51 39% | 77 35% | 40 43% | 56 65% | |
| Net favorable | 152 38% | -1 -3% | 34 38% | 79 97% | 39 23% | 63 29% | 20 52% | 48 100% | 21 22% | 54 42% | 19 55% | 46 100% | 14 17% | 64 40% | 20 26% | 25 45% | 45 34% | 19 59% | 89 37% | 44 49% | 68 52% | 113 51% | 15 16% | 25 29% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

9. Awareness and perceptions of Mike Kehoe

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|------------------------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Very favorable | 83 21% | 41 54% | 26 27% | 68 39% | 4 10% | 11 6% | - | 52 21% | 30 23% | 45 18% | 33 29% |
| Somewhat favorable | 107 27% | 22 29% | 54 56% | 77 44% | 11 25% | 19 10% | 2 17% | 70 28% | 31 24% | 66 25% | 32 28% |
| Total favorable | 190 47% | 64 83% | 81 84% | 144 83% | 15 35% | 31 17% | 2 17% | 122 49% | 61 47% | 111 43% | 65 58% |
| Total unfavorable | 37 9% | 10 13% | 6 6% | 15 9% | 19 44% | 3 2% | 3 26% | 20 8% | 9 7% | 27 10% | 8 7% |
| Somewhat unfavorable | 20 5% | 4 5% | 6 6% | 9 5% | 8 18% | 3 2% | 2 16% | 12 5% | 6 4% | 15 6% | 4 4% |
| Very unfavorable | 17 4% | 6 8% | - | 6 3% | 11 26% | - | 1 9% | 8 3% | 4 3% | 12 5% | 3 3% |
| No opinion | 116 29% | 3 4% | 9 10% | 13 7% | 8 19% | 95 52% | 5 39% | 73 30% | 38 29% | 76 29% | 33 29% |
| Total aware | 343 86% | 77 100% | 96 99% | 172 100% | 42 98% | 129 70% | 10 81% | 215 87% | 109 83% | 214 83% | 106 93% |
| Never heard of | 57 14% | - | 1 1% | 1 * | 1 2% | 55 30% | 2 19% | 32 13% | 22 17% | 45 17% | 8 7% |
| Total no opinion/never heard of | 173 43% | 3 4% | 10 11% | 13 8% | 9 21% | 150 82% | 7 58% | 105 43% | 60 46% | 121 47% | 40 36% |
| Net favorable | 152 38% | 54 70% | 75 78% | 129 74% | -4 -9% | 27 15% | -1 -9% | 101 41% | 52 40% | 84 33% | 58 51% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

3-9. Total aware

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-----------------|-------------|-------------|---------------------|-----------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------------|-------------|-------------------|-------------|-------------------------------|---------------------|--------------|----------------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dem | tot. Reps | Ind/ dont know |
| 6. Donald Trump | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |
| 4. Josh Hawley | 398 99% | 152 100% | 88 99% | 68 100% | 89 99% | 19 100% | 64 100% | 63 98% | 55 98% | 31 100% | 59 100% | 51 100% | 56 100% | 199 100% | 199 99% | 100 100% | 83 99% | 215 99% | 92 99% | 107 100% | 91 100% | 108 99% | 291 100% | 51 98% | 342 99% | 56 100% |
| 3. Mike Parson | 396 99% | 152 100% | 88 99% | 68 100% | 88 97% | 19 100% | 64 100% | 63 98% | 56 100% | 30 96% | 59 100% | 50 98% | 56 100% | 198 99% | 199 99% | 100 100% | 82 97% | 215 99% | 90 97% | 107 100% | 91 100% | 108 99% | 290 99% | 51 98% | 341 99% | 56 100% |
| 8. Jay Ashcroft | 395 99% | 151 99% | 89 100% | 68 100% | 87 96% | 19 100% | 63 98% | 63 98% | 55 98% | 31 100% | 59 100% | 50 98% | 55 99% | 197 98% | 198 99% | 98 98% | 82 97% | 215 99% | 89 96% | 107 100% | 91 99% | 108 99% | 289 99% | 50 96% | 339 99% | 56 100% |
| 5. Eric Schmitt | 390 97% | 147 97% | 88 98% | 67 98% | 88 98% | 17 91% | 62 96% | 62 97% | 55 99% | 30 96% | 59 100% | 50 98% | 55 98% | 195 98% | 195 97% | 95 95% | 81 96% | 214 99% | 88 95% | 107 100% | 88 96% | 107 98% | 284 97% | 51 98% | 335 97% | 55 99% |
| 9. Mike Kehoe | 343 86% | 137 91% | 66 74% | 62 91% | 78 87% | 19 100% | 55 86% | 62 96% | 43 77% | 22 70% | 52 89% | 44 85% | 47 84% | 174 87% | 169 85% | 88 88% | 68 81% | 188 87% | 80 87% | 94 88% | 75 83% | 94 86% | 247 85% | 48 91% | 295 86% | 49 88% |
| 7. Bill Eigel | 296 74% | 129 85% | 64 72% | 42 61% | 62 68% | 16 84% | 54 84% | 52 81% | 37 66% | 22 70% | 43 74% | 31 60% | 41 74% | 156 78% | 140 70% | 71 71% | 65 78% | 160 74% | 72 78% | 84 78% | 64 70% | 76 70% | 214 73% | 41 79% | 255 74% | 41 73% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

3-9. Total aware

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-----------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| 6. Donald Trump | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |
| 4. Josh Hawley | 398 99% | 130 100% | 156 99% | 112 100% | 224 100% | 118 98% | 342 99% | 45 100% | 164 99% | 81 100% | 98 100% | 26 100% | 125 98% | 273 100% | 346 99% | 48 100% | 132 100% | 41 100% | 225 99% | 257 100% | 62 100% | 79 97% | 189 99% | 37 100% | 172 99% | 274 100% |
| 3. Mike Parson | 396 99% | 129 99% | 156 99% | 112 100% | 222 99% | 119 99% | 340 99% | 45 100% | 165 99% | 80 99% | 96 99% | 26 100% | 126 99% | 271 99% | 345 99% | 48 100% | 132 100% | 41 100% | 224 98% | 257 100% | 62 100% | 77 96% | 189 99% | 37 100% | 170 99% | 275 100% |
| 8. Jay Ashcroft | 395 99% | 128 98% | 156 99% | 111 99% | 221 99% | 118 98% | 339 99% | 45 100% | 165 99% | 79 97% | 96 99% | 26 100% | 126 99% | 269 99% | 343 99% | 48 100% | 132 100% | 41 100% | 222 98% | 257 100% | 62 100% | 76 94% | 188 99% | 37 100% | 170 98% | 275 100% |
| 5. Eric Schmitt | 390 97% | 123 95% | 155 98% | 112 100% | 220 98% | 114 95% | 334 97% | 45 100% | 164 99% | 77 94% | 94 97% | 26 98% | 125 99% | 264 97% | 340 97% | 47 97% | 132 100% | 41 100% | 217 96% | 253 99% | 61 98% | 75 93% | 187 98% | 37 98% | 167 97% | 275 100% |
| 9. Mike Kehoe | 343 86% | 105 81% | 136 86% | 102 92% | 189 84% | 106 88% | 295 86% | 37 83% | 149 90% | 67 83% | 79 81% | 22 85% | 115 90% | 229 84% | 292 84% | 48 99% | 121 91% | 37 92% | 185 82% | 218 85% | 56 90% | 69 86% | 190 100% | 37 100% | 116 67% | 275 100% |
| 7. Bill Eigel | 296 74% | 89 69% | 117 74% | 90 80% | 171 76% | 86 72% | 257 75% | 30 67% | 132 80% | 48 58% | 77 79% | 17 66% | 91 72% | 205 75% | 258 74% | 37 77% | 132 100% | 41 100% | 123 54% | 193 75% | 53 85% | 50 62% | 149 79% | 30 80% | 117 68% | 275 100% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

3-9. Total aware

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-----------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| 6. Donald Trump | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |
| 4. Josh Hawley | 398 99% | 55 100% | 89 100% | 81 99% | 170 99% | 215 100% | 38 100% | 47 98% | 97 99% | 128 100% | 34 100% | 45 98% | 84 99% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 236 99% | 90 100% | 130 99% | 220 99% | 93 100% | 85 99% | |
| 3. Mike Parson | 396 99% | 55 100% | 89 100% | 81 99% | 168 99% | 214 99% | 38 100% | 47 98% | 97 99% | 127 99% | 34 100% | 45 98% | 83 99% | 160 99% | 75 100% | 55 100% | 130 100% | 32 100% | 234 99% | 90 100% | 130 99% | 220 99% | 92 99% | 84 99% | |
| 8. Jay Ashcroft | 395 99% | 55 100% | 89 100% | 81 99% | 167 98% | 213 99% | 38 100% | 47 98% | 97 99% | 128 100% | 34 100% | 45 98% | 83 99% | 159 98% | 75 100% | 55 100% | 130 100% | 32 100% | 233 98% | 90 100% | 130 99% | 220 99% | 92 99% | 82 96% | |
| 5. Eric Schmitt | 390 97% | 54 99% | 87 97% | 81 99% | 164 96% | 210 98% | 36 96% | 48 100% | 95 96% | 126 98% | 32 95% | 46 100% | 82 97% | 157 97% | 75 99% | 54 98% | 129 99% | 32 100% | 229 96% | 89 99% | 130 99% | 219 99% | 90 97% | 80 94% | |
| 9. Mike Kehoe | 343 86% | 45 81% | 78 88% | 82 100% | 137 80% | 178 83% | 32 84% | 48 100% | 85 86% | 106 83% | 31 91% | 46 100% | 71 84% | 134 83% | 67 89% | 50 91% | 117 90% | 29 91% | 197 83% | 86 95% | 112 85% | 198 89% | 80 86% | 66 76% | |
| 7. Bill Eigel | 296 74% | 54 99% | 63 71% | 60 74% | 116 68% | 173 80% | 28 73% | 34 71% | 61 62% | 105 82% | 26 76% | 33 73% | 51 60% | 120 74% | 73 97% | 54 98% | 126 97% | 27 84% | 143 60% | 72 80% | 103 79% | 175 79% | 70 75% | 51 60% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

3-9. Total aware

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-----------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| 6. Donald Trump | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |
| 4. Josh Hawley | 398 99% | 77 100% | 96 100% | 173 100% | 42 97% | 183 99% | 13 100% | 247 100% | 129 99% | 258 100% | 112 99% |
| 3. Mike Parson | 396 99% | 77 100% | 96 100% | 173 100% | 42 97% | 181 99% | 13 100% | 245 99% | 129 99% | 257 99% | 112 99% |
| 8. Jay Ashcroft | 395 99% | 77 100% | 95 99% | 172 99% | 42 97% | 181 98% | 13 100% | 244 98% | 129 99% | 255 98% | 112 99% |
| 5. Eric Schmitt | 390 97% | 77 100% | 95 99% | 172 99% | 42 97% | 176 96% | 12 96% | 241 97% | 128 99% | 253 98% | 111 98% |
| 9. Mike Kehoe | 343 86% | 77 100% | 96 99% | 172 100% | 42 98% | 129 70% | 10 81% | 215 87% | 109 83% | 214 83% | 106 93% |
| 7. Bill Eigel | 296 74% | 59 76% | 75 77% | 133 77% | 35 80% | 128 70% | 10 81% | 185 75% | 93 71% | 195 75% | 84 74% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

3-9. Total favorable

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-----------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|----------------|-------------|---------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more than Dems | tot. Reps | Ind/dont know |
| 4. Josh Hawley | 359 90% | 133 88% | 80 89% | 63 92% | 84 92% | 16 83% | 58 91% | 52 82% | 53 95% | 28 91% | 54 92% | 49 96% | 49 87% | 182 91% | 177 88% | 87 87% | 72 85% | 201 93% | 83 89% | 100 93% | 76 83% | 101 93% | 266 91% | 42 80% | 308 89% | 52 93% |
| 6. Donald Trump | 349 87% | 130 86% | 78 87% | 59 86% | 82 91% | 15 77% | 54 85% | 54 84% | 51 91% | 26 84% | 52 89% | 45 89% | 51 92% | 179 90% | 169 85% | 81 81% | 76 90% | 192 89% | 85 92% | 94 88% | 71 78% | 98 90% | 264 90% | 34 65% | 298 86% | 51 91% |
| 3. Mike Parson | 309 77% | 111 73% | 76 85% | 55 80% | 67 74% | 14 75% | 45 70% | 46 72% | 47 85% | 25 79% | 49 83% | 37 72% | 46 82% | 150 75% | 158 79% | 74 74% | 56 67% | 179 83% | 64 69% | 87 81% | 66 72% | 92 85% | 234 80% | 36 69% | 270 78% | 38 69% |
| 5. Eric Schmitt | 301 75% | 116 77% | 70 78% | 48 70% | 67 74% | 16 86% | 51 79% | 47 74% | 44 78% | 22 70% | 53 90% | 33 65% | 35 63% | 156 78% | 144 72% | 65 65% | 65 77% | 171 79% | 69 74% | 87 81% | 61 67% | 83 77% | 229 78% | 31 59% | 260 75% | 41 73% |
| 8. Jay Ashcroft | 257 64% | 99 65% | 60 67% | 45 66% | 54 59% | 12 61% | 44 69% | 43 66% | 38 69% | 18 59% | 43 73% | 31 61% | 28 50% | 129 65% | 128 64% | 51 51% | 46 55% | 160 74% | 48 52% | 81 75% | 49 53% | 79 73% | 200 68% | 28 53% | 227 66% | 29 53% |
| 9. Mike Kehoe | 190 47% | 80 53% | 25 28% | 32 47% | 52 58% | 14 72% | 30 46% | 37 59% | 24 44% | 8 26% | 31 53% | 20 39% | 25 45% | 94 47% | 96 48% | 47 47% | 37 44% | 107 49% | 42 45% | 52 49% | 42 46% | 54 50% | 142 49% | 25 47% | 166 48% | 24 42% |
| 7. Bill Eigel | 132 33% | 59 39% | 28 31% | 15 22% | 31 34% | 12 65% | 22 35% | 28 44% | 17 30% | 7 23% | 18 31% | 13 26% | 15 26% | 71 35% | 62 31% | 33 33% | 30 36% | 69 32% | 34 37% | 37 34% | 30 33% | 32 29% | 102 35% | 15 29% | 117 34% | 15 27% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

3-9. Total favorable

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-----------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| 4. Josh Hawley | 359 90% | 120 92% | 140 89% | 99 89% | 212 95% | 103 86% | 315 92% | 36 80% | 149 90% | 74 91% | 91 93% | 24 91% | 111 88% | 248 91% | 328 94% | 30 62% | 122 92% | 29 72% | 208 92% | 242 94% | 50 80% | 67 83% | 174 92% | 26 69% | 160 93% | 246 90% |
| 6. Donald Trump | 349 87% | 115 89% | 134 85% | 99 88% | 213 95% | 97 81% | 309 90% | 31 68% | 146 88% | 71 87% | 90 92% | 18 67% | 118 93% | 231 85% | 349 100% | - | 121 91% | 27 66% | 201 88% | 230 89% | 51 82% | 68 84% | 164 86% | 28 76% | 156 90% | 237 86% |
| 3. Mike Parson | 309 77% | 103 80% | 114 72% | 91 82% | 176 78% | 100 83% | 276 80% | 28 61% | 138 83% | 59 73% | 72 74% | 17 63% | 95 75% | 214 78% | 271 78% | 37 78% | 102 77% | 27 67% | 179 79% | 221 86% | 34 54% | 54 67% | 166 87% | 18 47% | 125 73% | 214 78% |
| 5. Eric Schmitt | 301 75% | 92 71% | 120 76% | 88 79% | 178 79% | 91 76% | 269 78% | 27 59% | 132 79% | 58 71% | 71 73% | 20 75% | 98 77% | 203 74% | 272 78% | 28 57% | 114 86% | 27 67% | 159 70% | 220 86% | 40 63% | 41 51% | 169 89% | 19 50% | 113 66% | 219 80% |
| 8. Jay Ashcroft | 257 64% | 76 58% | 106 67% | 75 67% | 161 72% | 72 60% | 233 68% | 15 34% | 121 73% | 38 47% | 64 66% | 15 57% | 69 54% | 188 69% | 230 66% | 27 57% | 94 71% | 18 44% | 145 64% | 257 100% | - | - | 141 74% | 15 40% | 101 58% | 177 64% |
| 9. Mike Kehoe | 190 47% | 57 44% | 74 46% | 59 53% | 108 48% | 66 55% | 174 51% | 11 24% | 79 48% | 40 50% | 44 45% | 13 49% | 58 46% | 132 48% | 164 47% | 26 54% | 79 60% | 26 64% | 85 37% | 141 55% | 25 39% | 24 30% | 190 100% | - | - | 149 54% |
| 7. Bill Eigel | 132 33% | 39 30% | 56 35% | 38 34% | 86 38% | 34 28% | 120 35% | 12 27% | 59 35% | 23 29% | 32 33% | 6 23% | 38 30% | 94 34% | 121 35% | 11 24% | 132 100% | - | - | 94 36% | 26 42% | 13 16% | 79 42% | 19 50% | 35 20% | 121 44% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

3-9. Total favorable

| | | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-----------------|-------------|---|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| 4. Josh Hawley | 359 90% | 52 95% | 83 93% | 71 87% | 150 88% | 204 95% | 34 89% | 40 83% | 81 83% | 124 97% | 31 91% | 38 82% | 68 80% | 153 95% | 64 86% | 51 92% | 115 88% | 29 90% | 216 91% | 76 84% | 123 94% | 198 90% | 85 91% | 76 89% |
| 6. Donald Trump | 349 87% | 53 97% | 80 90% | 66 81% | 146 85% | 205 95% | 31 81% | 37 76% | 76 77% | 120 94% | 28 81% | 34 75% | 64 76% | 153 95% | 59 79% | 52 94% | 111 85% | 31 97% | 206 87% | 67 75% | 118 90% | 185 84% | 91 98% | 72 84% |
| 3. Mike Parson | 309 77% | 35 64% | 72 80% | 74 91% | 124 73% | 168 78% | 31 83% | 43 88% | 66 67% | 112 88% | 27 81% | 40 88% | 53 63% | 135 83% | 54 72% | 42 76% | 96 73% | 24 74% | 190 80% | 69 77% | 113 86% | 182 82% | 64 69% | 63 73% |
| 5. Eric Schmitt | 301 75% | 41 75% | 72 81% | 73 90% | 111 65% | 169 78% | 31 83% | 44 90% | 57 58% | 112 87% | 28 84% | 41 89% | 49 58% | 128 79% | 59 79% | 46 83% | 105 81% | 25 77% | 171 72% | 68 75% | 121 92% | 189 85% | 64 69% | 48 56% |
| 8. Jay Ashcroft | 257 64% | 24 43% | 87 98% | 53 65% | 89 52% | 144 67% | 36 94% | 29 61% | 47 48% | 95 74% | 34 100% | 27 59% | 37 43% | 121 75% | 40 53% | 41 75% | 81 63% | 26 83% | 149 63% | 68 75% | 116 88% | 183 83% | 43 46% | 31 36% |
| 9. Mike Kehoe | 190 47% | 14 26% | 42 47% | 79 97% | 53 31% | 87 40% | 23 60% | 48 100% | 32 33% | 63 49% | 22 64% | 46 100% | 24 29% | 72 45% | 38 50% | 31 57% | 69 53% | 22 68% | 99 42% | 54 60% | 74 57% | 129 58% | 34 36% | 28 32% |
| 7. Bill Eigel | 132 33% | 49 89% | 25 28% | 15 19% | 41 24% | 99 46% | 13 35% | 6 12% | 14 14% | 56 44% | 12 36% | 5 10% | 13 16% | 50 31% | 48 64% | 41 75% | 90 69% | 9 28% | 34 14% | 29 32% | 48 36% | 76 34% | 43 46% | 13 16% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

3-9. Total favorable

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-----------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| 4. Josh Hawley | 359 90% | 65 84% | 89 92% | 154 89% | 36 84% | 169 92% | 12 90% | 225 91% | 119 91% | 241 93% | 94 83% |
| 6. Donald Trump | 349 87% | 62 81% | 78 81% | 140 81% | 40 93% | 168 91% | 10 80% | 217 87% | 119 91% | 233 90% | 90 80% |
| 3. Mike Parson | 309 77% | 62 81% | 86 89% | 148 85% | 25 58% | 136 74% | 10 81% | 194 78% | 102 78% | 197 76% | 89 78% |
| 5. Eric Schmitt | 301 75% | 64 84% | 86 89% | 150 87% | 26 61% | 125 68% | 9 70% | 189 76% | 100 77% | 197 76% | 85 75% |
| 8. Jay Ashcroft | 257 64% | 53 69% | 75 78% | 128 74% | 19 44% | 110 60% | 8 61% | 158 64% | 90 69% | 160 62% | 78 69% |
| 9. Mike Kehoe | 190 47% | 64 83% | 81 84% | 144 83% | 15 35% | 31 17% | 2 17% | 122 49% | 61 47% | 111 43% | 65 58% |
| 7. Bill Eigel | 132 33% | 24 31% | 34 36% | 58 33% | 28 65% | 46 25% | 4 32% | 86 35% | 41 32% | 99 38% | 30 26% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

10. Looking ahead, if the 2024 Republican primary election for Governor was held today, for whom would you vote?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|------------------------------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|----------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Jay Ashcroft | 89 22% | 25 16% | 19 21% | 24 35% | 21 24% | 4 20% | 11 17% | 16 26% | 15 27% | 6 20% | 13 22% | 17 33% | 7 12% | 52 26% | 37 19% | 11 11% | 19 23% | 59 27% | 16 17% | 36 33% | 14 15% | 23 21% | 74 25% | 7 13% | 81 24% | 8 14% |
| Mike Kehoe | 82 20% | 35 23% | 7 8% | 16 23% | 24 26% | 4 23% | 11 18% | 18 28% | 7 13% | 2 6% | 12 20% | 12 23% | 15 27% | 41 20% | 41 20% | 21 21% | 12 15% | 49 23% | 17 19% | 24 22% | 16 17% | 25 23% | 59 20% | 12 24% | 72 21% | 10 18% |
| Bill Eigel | 55 14% | 24 16% | 12 14% | 7 11% | 12 13% | 2 13% | 9 15% | 12 18% | 8 14% | 2 7% | 5 9% | 8 17% | 8 14% | 30 15% | 24 12% | 19 19% | 12 14% | 24 11% | 17 19% | 13 12% | 13 14% | 11 10% | 45 15% | 4 7% | 48 14% | 6 11% |
| Chris Wright | 2 *% | - | 1 1% | - | 1 1% | - | - | - | 1 2% | 1 3% | - | - | - | 2 1% | - | 1 1% | 1 1% | - | 2 2% | - | - | - | 1 *% | - | 1 *% | 1 2% |
| Darrell Leon McClanahan, the Third | 1 *% | - | 1 1% | - | - | - | - | - | - | 1 3% | - | - | - | 1 1% | - | - | - | 1 1% | - | 1 1% | - | - | 1 *% | - | 1 *% | - |
| Amber Thomsen | 1 *% | - | 1 1% | - | - | - | - | - | 1 1% | - | - | - | - | 1 *% | - | 1 1% | - | - | 1 1% | - | - | - | 1 *% | - | 1 *% | - |
| Total don't know/none | 171 43% | 69 45% | 48 54% | 22 31% | 32 36% | 8 45% | 32 50% | 18 28% | 24 43% | 19 61% | 29 49% | 14 27% | 26 47% | 73 36% | 98 49% | 48 48% | 40 48% | 83 38% | 39 42% | 34 31% | 49 53% | 49 45% | 111 38% | 29 56% | 140 41% | 30 55% |
| None | 4 1% | 4 3% | - | - | - | - | 1 1% | 2 3% | - | - | - | - | 1 2% | 2 1% | 2 1% | - | 2 3% | 2 1% | - | 2 2% | 2 2% | - | 1 *% | 2 4% | 3 1% | 1 2% |
| Don't know | 167 42% | 64 42% | 48 54% | 22 31% | 32 36% | 8 45% | 31 49% | 16 25% | 24 43% | 19 61% | 29 49% | 14 27% | 25 45% | 71 35% | 96 48% | 48 48% | 38 45% | 81 37% | 39 42% | 32 30% | 47 51% | 49 45% | 110 38% | 27 52% | 137 40% | 29 53% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

10. Looking ahead, if the 2024 Republican primary election for Governor was held today, for whom would you vote?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|------------------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev. | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Jay Ashcroft | 89 22% | 29 22% | 33 21% | 27 24% | 63 28% | 18 15% | 81 24% | 5 12% | 51 31% | 10 12% | 19 19% | 2 9% | 32 25% | 57 21% | 80 23% | 9 18% | 25 19% | 6 15% | 58 25% | 87 34% | - | 2 3% | 42 22% | 8 21% | 40 23% | 58 21% |
| Mike Kehoe | 82 20% | 24 18% | 31 19% | 27 24% | 46 20% | 31 26% | 77 22% | 2 4% | 37 22% | 13 16% | 20 20% | 6 22% | 22 17% | 60 22% | 66 19% | 16 33% | 15 12% | 20 50% | 46 20% | 53 21% | 18 29% | 11 13% | 79 42% | - | 2 1% | 60 22% |
| Bill Eigel | 55 14% | 19 14% | 21 13% | 15 14% | 32 14% | 15 12% | 46 14% | 8 18% | 21 13% | 11 13% | 18 18% | 3 13% | 18 14% | 37 14% | 53 15% | 2 4% | 49 37% | 3 7% | 3 1% | 24 9% | 23 38% | 8 10% | 14 7% | 16 42% | 25 14% | 45 16% |
| Chris Wright | 2 *% | - | 2 1% | - | 1 *% | 1 1% | 2 1% | - | 1 1% | - | 1 1% | - | 1 1% | 1 *% | 2 1% | - | 1 1% | - | 1 *% | 2 1% | - | - | 1 1% | - | 1 1% | 1 *% |
| Darrell Leon McClanahan, the Third | 1 *% | - | - | 1 1% | 1 *% | - | 1 *% | - | - | - | 1 1% | - | - | 1 *% | 1 *% | - | 1 1% | - | - | 1 *% | - | - | 1 1% | - | - | 1 *% |
| Amber Thomsen | 1 *% | 1 *% | - | - | 1 *% | - | 1 *% | - | - | - | 1 1% | - | - | 1 *% | 1 *% | - | - | - | 1 *% | 1 *% | - | - | - | - | 1 *% | - |
| Total don't know/none | 171 43% | 58 44% | 72 46% | 41 37% | 81 36% | 55 46% | 136 39% | 29 65% | 56 34% | 48 59% | 38 39% | 15 56% | 54 43% | 117 43% | 146 42% | 22 45% | 41 31% | 11 27% | 119 52% | 89 35% | 21 34% | 60 75% | 53 28% | 14 37% | 104 60% | 110 40% |
| None | 4 1% | - | 1 1% | 3 3% | 1 *% | 1 1% | 2 1% | 2 5% | 1 1% | - | - | - | 1 1% | 3 1% | 2 1% | 2 5% | - | 2 5% | 2 1% | 1 *% | 2 4% | 1 1% | - | 2 6% | 2 1% | 4 1% |
| Don't know | 167 42% | 58 44% | 71 45% | 38 34% | 80 36% | 54 45% | 134 39% | 27 60% | 55 33% | 48 59% | 38 39% | 15 56% | 53 42% | 114 42% | 144 41% | 19 40% | 41 31% | 9 22% | 117 51% | 89 34% | 19 30% | 59 73% | 53 28% | 12 31% | 102 59% | 106 38% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

10. Looking ahead, if the 2024 Republican primary election for Governor was held today, for whom would you vote?

| | | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|---------------------------------------|-------------|---|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Jay Ashcroft | 89 22% | - | 89 100% | - | - | 44 21% | 34 89% | 3 5% | 8 9% | 25 19% | 34 100% | - | - | 44 27% | 6 7% | 14 25% | 19 15% | 13 39% | 57 24% | 40 45% | 39 30% | 79 36% | 7 8% | 2 3% |
| Mike Kehoe | 82 20% | - | - | 82 100% | - | 29 14% | 1 3% | 46 95% | 5 5% | 25 20% | - | 46 100% | - | 29 18% | 21 28% | 11 20% | 32 24% | 9 28% | 41 17% | 24 26% | 38 29% | 62 28% | 16 18% | 4 4% |
| Bill Eigel | 55 14% | 55 100% | - | - | - | 54 25% | 1 3% | - | - | 24 19% | - | - | - | - | 34 46% | 16 30% | 51 39% | 2 6% | 2 1% | 3 3% | 16 12% | 19 9% | 29 32% | 6 7% |
| Chris Wright | 2 *% | - | - | - | - | 1 *% | 1 2% | - | - | - | - | - | - | 1 1% | - | 1 2% | 1 1% | - | 1 *% | - | 1 1% | 1 *% | 1 1% | - |
| Darrell Leon McClanahan, the Third | 1 *% | - | - | - | - | 1 1% | - | - | - | - | - | - | - | 1 1% | - | - | - | - | 1 *% | - | 1 1% | 1 *% | - | - |
| Amber Thomsen | 1 *% | - | - | - | - | 1 *% | - | - | - | - | - | - | - | 1 *% | - | - | - | - | 1 *% | - | - | - | - | 1 1% |
| Total don't know/none | 171 43% | - | - | - | 171 100% | 85 40% | 1 3% | - | 85 86% | 53 42% | - | - | 85 100% | 85 53% | 15 19% | 13 23% | 27 21% | 8 27% | 135 57% | 23 26% | 36 27% | 59 27% | 39 42% | 73 85% |
| None | 4 1% | - | - | - | 4 2% | - | - | - | 4 4% | - | - | - | 4 5% | - | 2 3% | - | 2 2% | - | 2 1% | 2 2% | - | 2 1% | 1 1% | 1 1% |
| Don't know | 167 42% | - | - | - | 167 98% | 85 40% | 1 3% | - | 80 82% | 53 42% | - | - | 80 95% | 85 53% | 12 16% | 13 23% | 25 19% | 8 27% | 133 56% | 21 24% | 36 27% | 57 26% | 38 41% | 72 83% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

10. Looking ahead, if the 2024 Republican primary election for Governor was held today, for whom would you vote?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|---------------------------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Jay Ashcroft | 89 22% | 18 24% | 26 27% | 44 26% | 7 15% | 38 21% | 4 29% | 51 20% | 35 27% | 60 23% | 23 20% |
| Mike Kehoe | 82 20% | 39 51% | 40 41% | 78 45% | 3 7% | - | 2 16% | 52 21% | 26 20% | 40 15% | 39 34% |
| Bill Eigel | 55 14% | 4 5% | 10 11% | 14 8% | 17 39% | 24 13% | 3 23% | 34 14% | 17 13% | 44 17% | 9 8% |
| Chris Wright | 2 *% | - | - | - | 1 2% | 1 *% | - | 1 *% | 1 1% | 1 *% | - |
| Darrell Leon McClanahan, the Third | 1 *% | - | - | - | - | 1 1% | - | 1 *% | - | 1 *% | - |
| Amber Thomsen | 1 *% | - | - | - | - | 1 *% | - | 1 *% | - | 1 *% | - |
| Total don't know/none | 171 43% | 16 20% | 21 22% | 36 21% | 16 36% | 119 65% | 4 31% | 108 44% | 51 40% | 113 43% | 42 37% |
| None | 4 1% | 2 3% | - | 2 1% | 1 2% | 1 *% | - | - | 2 1% | 1 *% | - |
| Don't know | 167 42% | 13 17% | 21 22% | 34 20% | 15 34% | 118 64% | 4 31% | 108 44% | 50 38% | 112 43% | 42 37% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

11. IF Q10=RESPONSE 1-9 (CANDIDATE CHOSEN): Which of those candidates would be your second choice?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-----------------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|------------|------------|-------------|------------|------------|------------|------------|-------------------------------|----------------|-------------|---------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more than Dems | tot. Reps | Ind/dont know |
| Jay Ashcroft | 49 21% | 23 28% | 7 16% | 8 16% | 12 20% | 2 21% | 7 23% | 12 27% | 7 21% | 1 9% | 8 27% | 5 13% | 7 22% | 24 19% | 25 25% | 19 36% | 4 9% | 26 20% | 11 20% | 13 18% | 12 29% | 13 21% | 38 21% | 5 21% | 43 21% | 6 25% |
| Mike Kehoe | 37 16% | 14 16% | 4 9% | 6 12% | 13 23% | 1 11% | 7 21% | 10 22% | 3 9% | 2 18% | 3 11% | 5 13% | 5 18% | 23 18% | 13 13% | 6 12% | 8 18% | 22 17% | 9 17% | 14 19% | 5 13% | 8 13% | 29 16% | 3 12% | 32 16% | 5 19% |
| Bill Eigel | 21 9% | 7 8% | 3 6% | 5 10% | 7 11% | 2 21% | 2 7% | 3 7% | 5 17% | - | 4 14% | 3 8% | 1 2% | 12 10% | 9 8% | 2 5% | 10 22% | 9 6% | 6 11% | 6 8% | 6 14% | 3 4% | 19 11% | - | 19 9% | 2 7% |
| Chris Wright | 10 4% | 1 1% | 2 4% | 3 7% | 4 8% | - | - | 2 5% | 1 4% | - | 1 3% | 5 13% | 1 3% | 6 4% | 5 5% | 2 4% | 2 4% | 6 5% | 3 5% | 3 4% | 2 4% | 3 5% | 10 6% | - | 10 5% | - |
| Amber Thomsen | 2 1% | 1 1% | 1 2% | - | - | - | 1 2% | - | - | 1 8% | - | - | - | - | 2 2% | - | - | 2 1% | - | - | - | 2 3% | 1 1% | - | 1 * | 1 3% |
| Darren Grant | 1 1% | - | 1 3% | - | - | - | - | - | - | - | 1 4% | - | - | 1 1% | - | - | - | 1 1% | - | 1 2% | - | - | - | 1 5% | 1 1% | - |
| Robert Olson | 1 1% | - | - | - | 1 2% | - | - | - | - | - | - | 1 3% | - | 1 1% | - | - | - | 1 1% | - | 1 2% | - | - | 1 1% | - | 1 1% | - |
| Total don't know/none | 108 47% | 38 46% | 24 59% | 26 55% | 21 36% | 5 46% | 15 47% | 18 39% | 16 49% | 8 65% | 12 41% | 19 50% | 16 54% | 60 47% | 49 48% | 22 42% | 20 47% | 66 50% | 25 47% | 35 47% | 17 41% | 32 53% | 82 45% | 14 62% | 96 47% | 12 47% |
| None | 22 10% | 6 7% | 7 16% | 4 9% | 5 9% | - | 3 8% | 2 5% | 2 6% | 4 32% | 1 4% | 6 16% | 4 13% | 13 10% | 9 8% | 6 12% | 4 8% | 12 9% | 5 9% | 9 12% | 5 13% | 3 5% | 14 8% | 6 25% | 20 10% | 2 7% |
| Don't know | 87 38% | 32 39% | 17 43% | 21 45% | 16 27% | 5 46% | 12 39% | 16 34% | 14 43% | 4 33% | 11 37% | 13 34% | 12 41% | 46 36% | 40 39% | 15 30% | 17 39% | 54 41% | 20 38% | 26 35% | 12 28% | 28 48% | 68 38% | 9 37% | 76 37% | 10 40% |
| TOTAL | 229 100% | 83 100% | 41 100% | 47 100% | 58 100% | 11 100% | 32 100% | 46 100% | 32 100% | 12 100% | 30 100% | 37 100% | 30 100% | 127 100% | 102 100% | 52 100% | 44 100% | 133 100% | 53 100% | 74 100% | 43 100% | 60 100% | 181 100% | 23 100% | 204 100% | 25 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

11. IF Q10=RESPONSE 1-9 (CANDIDATE CHOSEN): Which of those candidates would be your second choice?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-----------------------|-------------------|------------|------------|------------|-----------------|------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Jay Ashcroft | 49 21% | 18 25% | 19 22% | 12 16% | 26 18% | 17 26% | 43 21% | 4 25% | 21 19% | 8 23% | 18 30% | 1 12% | 9 13% | 40 25% | 39 19% | 10 38% | 20 22% | 7 24% | 22 20% | 45 27% | 1 2% | 3 14% | 40 29% | 3 12% | 7 10% | 35 21% |
| Mike Kehoe | 37 16% | 10 14% | 15 17% | 12 17% | 25 17% | 12 18% | 37 18% | - | 19 17% | 6 17% | 9 15% | 2 21% | 16 23% | 20 13% | 34 17% | 3 11% | 15 16% | 4 12% | 18 17% | 32 19% | 2 5% | 2 12% | 25 18% | 1 3% | 11 16% | 27 16% |
| Bill Eigel | 21 9% | 6 9% | 5 6% | 9 13% | 16 11% | 3 4% | 19 9% | 2 12% | 11 10% | 4 11% | 1 2% | 1 11% | 2 3% | 19 12% | 21 10% | - | 15 16% | 2 8% | 3 3% | 18 11% | 2 5% | 1 3% | 14 11% | 1 3% | 5 8% | 18 11% |
| Chris Wright | 10 4% | 2 3% | 3 3% | 5 7% | 9 6% | 1 1% | 10 5% | - | 3 3% | 1 3% | 5 8% | 1 10% | 5 7% | 5 3% | 10 5% | - | 6 7% | 4 12% | 1 1% | 4 3% | 6 14% | - | 3 2% | 5 21% | 3 4% | 10 6% |
| Amber Thomsen | 2 1% | 2 2% | - | - | 1 1% | 1 1% | 2 1% | - | 1 1% | - | 1 1% | - | 2 2% | - | 2 1% | - | 1 1% | - | 1 1% | - | 2 4% | - | 1 * | 1 4% | - | 1 1% |
| Darren Grant | 1 1% | - | 1 1% | - | - | 1 2% | 1 1% | - | - | 1 4% | - | - | - | 1 1% | - | 1 5% | 1 1% | - | - | 1 1% | - | - | - | - | 1 2% | 1 1% |
| Robert Olson | 1 1% | 1 2% | - | - | - | 1 2% | 1 1% | - | - | - | - | - | - | 1 1% | 1 1% | - | - | - | 1 1% | 1 1% | - | - | - | 1 5% | - | - |
| Total don't know/none | 108 47% | 33 45% | 43 50% | 33 47% | 66 46% | 30 45% | 96 46% | 10 63% | 55 50% | 15 43% | 26 44% | 5 47% | 38 53% | 70 45% | 96 47% | 12 46% | 33 36% | 13 44% | 63 58% | 65 39% | 29 69% | 14 71% | 54 40% | 12 52% | 42 61% | 74 45% |
| None | 22 10% | 7 10% | 7 9% | 7 10% | 15 11% | 7 10% | 22 10% | - | 12 11% | 2 5% | 5 9% | 1 5% | 6 8% | 16 10% | 18 9% | 4 14% | 6 7% | 8 27% | 7 7% | 10 6% | 9 23% | 2 11% | 10 8% | 3 13% | 8 12% | 17 10% |
| Don't know | 87 38% | 25 35% | 36 41% | 26 36% | 51 36% | 23 35% | 74 35% | 10 63% | 42 38% | 13 38% | 21 35% | 5 42% | 32 44% | 54 35% | 78 38% | 9 32% | 26 29% | 5 16% | 55 51% | 55 33% | 19 47% | 12 60% | 44 32% | 9 38% | 34 49% | 57 35% |
| TOTAL | 229 100% | 72 100% | 86 100% | 71 100% | 143 100% | 65 100% | 208 100% | 16 100% | 110 100% | 34 100% | 59 100% | 12 100% | 73 100% | 157 100% | 203 100% | 26 100% | 91 100% | 29 100% | 108 100% | 167 100% | 41 100% | 20 100% | 137 100% | 24 100% | 68 100% | 165 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

11. IF Q10=RESPONSE 1-9 (CANDIDATE CHOSEN): Which of those candidates would be your second choice?

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-----------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Jay Ashcroft | 49 21% | 14 26% | - | 34 42% | - | 28 22% | 1 3% | 20 41% | - | 21 28% | - | 20 43% | - | 14 19% | 18 29% | 9 21% | 26 26% | 3 12% | 20 19% | 11 17% | 33 35% | 44 27% | 5 9% | - | |
| Mike Kehoe | 37 16% | 8 15% | 29 32% | - | - | 23 18% | 9 26% | 1 2% | 3 23% | 14 19% | 9 28% | - | - | 15 19% | 5 8% | 10 24% | 15 15% | 4 19% | 17 17% | 14 20% | 14 14% | 27 17% | 7 14% | 2 14% | |
| Bill Eigel | 21 9% | - | 12 14% | 7 9% | - | 15 11% | 3 9% | 3 5% | - | 7 10% | 3 10% | 3 6% | - | 15 19% | 6 10% | 8 20% | 15 14% | 4 18% | 2 2% | 4 6% | 8 9% | 12 8% | 6 12% | 2 15% | |
| Chris Wright | 10 4% | 6 11% | 2 2% | 2 2% | - | 8 6% | 1 2% | 2 4% | - | 2 3% | 1 2% | 2 4% | - | 2 2% | 4 6% | 4 10% | 8 8% | 2 8% | 1 1% | 2 3% | 1 1% | 3 2% | 5 9% | 3 19% | |
| Amber Thomsen | 2 1% | 1 2% | - | 1 1% | - | 2 1% | - | - | - | 1 1% | - | - | - | 1 1% | 1 2% | - | 1 1% | - | 1 1% | - | - | - | 2 3% | - | |
| Darren Grant | 1 1% | - | 1 1% | - | - | - | 1 3% | - | - | - | 1 4% | - | - | - | - | - | - | - | 1 1% | - | 1 1% | 1 1% | - | - | |
| Robert Olson | 1 1% | - | 1 1% | - | - | 1 1% | - | - | - | - | - | - | - | 1 2% | - | - | - | 1 5% | - | - | 1 1% | 1 1% | - | - | |
| Total don't know/none | 108 47% | 25 47% | 44 49% | 38 46% | - | 54 41% | 21 57% | 23 48% | 11 77% | 29 39% | 19 56% | 22 47% | - | 29 38% | 28 45% | 10 25% | 38 37% | 9 39% | 61 60% | 36 54% | 37 39% | 73 45% | 29 53% | 7 52% | |
| None | 22 10% | 6 10% | 9 10% | 8 9% | - | 7 6% | 5 14% | 8 16% | 2 12% | 1 2% | 4 12% | 8 16% | - | 3 4% | 9 15% | 1 2% | 10 10% | 2 11% | 9 9% | 10 15% | 5 6% | 15 10% | 5 9% | 2 12% | |
| Don't know | 87 38% | 20 36% | 35 40% | 30 37% | - | 46 36% | 16 43% | 16 32% | 9 65% | 28 38% | 15 44% | 14 31% | - | 26 34% | 18 30% | 9 22% | 28 27% | 7 28% | 52 51% | 26 39% | 31 33% | 57 35% | 24 45% | 5 40% | |
| TOTAL | 229 100% | 55 100% | 89 100% | 82 100% | - | 130 100% | 37 100% | 48 100% | 14 100% | 75 100% | 34 100% | 46 100% | - | 76 100% | 61 100% | 42 100% | 103 100% | 23 100% | 103 100% | 67 100% | 95 100% | 162 100% | 54 100% | 13 100% | |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

11. IF Q10=RESPONSE 1-9 (CANDIDATE CHOSEN): Which of those candidates would be your second choice?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Jay Ashcroft | 49 21% | 15 25% | 24 31% | 39 29% | 3 10% | 7 11% | 2 24% | 37 26% | 10 13% | 28 19% | 20 29% |
| Mike Kehoe | 37 16% | 11 17% | 18 24% | 29 21% | 4 14% | 4 6% | 1 12% | 21 15% | 15 19% | 25 17% | 9 13% |
| Bill Eigel | 21 9% | 5 9% | 6 8% | 11 8% | 3 10% | 7 10% | 2 21% | 7 5% | 12 15% | 18 12% | 3 4% |
| Chris Wright | 10 4% | 2 3% | 1 1% | 3 2% | 4 15% | 3 5% | - | 8 6% | 3 3% | 7 5% | 3 4% |
| Amber Thomsen | 2 1% | - | - | - | 2 6% | - | - | - | 2 2% | 2 1% | - |
| Darren Grant | 1 1% | - | - | - | - | 1 2% | - | 1 1% | - | 1 1% | - |
| Robert Olson | 1 1% | - | - | - | 1 4% | - | - | 1 1% | - | 1 1% | - |
| Total don't know/none | 108 47% | 28 46% | 27 36% | 55 40% | 11 41% | 42 65% | 4 43% | 65 47% | 37 47% | 64 44% | 36 50% |
| None | 22 10% | 6 9% | 5 6% | 10 7% | 4 14% | 8 12% | 2 19% | 14 10% | 5 7% | 14 10% | 8 11% |
| Don't know | 87 38% | 22 36% | 22 30% | 45 33% | 7 26% | 35 53% | 2 24% | 52 37% | 32 40% | 50 34% | 28 40% |
| TOTAL | 229 100% | 61 100% | 76 100% | 137 100% | 28 100% | 65 100% | 9 100% | 139 100% | 79 100% | 147 100% | 71 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

10/11. Looking ahead, if the 2024 Republican primary election for Governor was held today, for whom would you vote?
Which of those candidates would be your second choice?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|------------------------------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|---------------------|-------------|---------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more Reps than Dems | tot. Reps | Ind/dont know |
| Jay Ashcroft | 138 35% | 48 32% | 26 29% | 31 46% | 33 37% | 6 31% | 18 29% | 29 45% | 22 39% | 7 23% | 21 35% | 22 43% | 13 24% | 76 38% | 62 31% | 30 30% | 23 28% | 85 39% | 27 29% | 49 46% | 27 29% | 36 33% | 113 39% | 12 22% | 124 36% | 14 25% |
| Mike Kehoe | 118 30% | 49 32% | 11 12% | 21 31% | 37 41% | 6 29% | 18 28% | 28 44% | 10 18% | 4 13% | 15 26% | 17 33% | 21 37% | 64 32% | 54 27% | 27 27% | 20 24% | 71 33% | 26 29% | 38 35% | 21 23% | 33 30% | 89 30% | 15 29% | 104 30% | 15 26% |
| Bill Eigel | 75 19% | 30 20% | 15 17% | 12 17% | 18 20% | 5 25% | 12 18% | 15 23% | 13 24% | 2 7% | 9 16% | 11 22% | 8 15% | 43 21% | 33 16% | 21 21% | 21 25% | 33 15% | 23 25% | 19 18% | 19 21% | 14 13% | 64 22% | 4 7% | 67 20% | 8 14% |
| Chris Wright | 12 3% | 1 1% | 2 3% | 3 5% | 5 6% | - | - | 2 3% | 2 4% | 1 3% | 1 2% | 5 9% | 1 2% | 7 4% | 5 2% | 3 3% | 3 3% | 6 3% | 4 5% | 3 3% | 2 2% | 3 3% | 11 4% | - | 11 3% | 1 2% |
| Amber Thomsen | 2 1% | 1 *% | 2 2% | - | - | - | 1 1% | - | 1 1% | 1 3% | - | - | - | 1 *% | 2 1% | 1 1% | - | 2 1% | 1 1% | - | - | 2 2% | 2 1% | - | 2 *% | 1 1% |
| Darren Grant | 1 *% | - | 1 1% | - | - | - | - | - | - | - | 1 2% | - | - | 1 1% | - | - | - | 1 1% | - | 1 1% | - | - | - | 1 2% | 1 *% | - |
| Robert Olson | 1 *% | - | - | - | 1 1% | - | - | - | - | - | - | 1 2% | - | 1 1% | - | - | - | 1 1% | - | 1 1% | - | - | 1 *% | - | 1 *% | - |
| Darrell Leon McClanahan, the Third | 1 *% | - | 1 1% | - | - | - | - | - | - | 1 3% | - | - | - | 1 1% | - | - | - | 1 1% | - | 1 1% | - | - | 1 *% | - | 1 *% | - |
| Total don't know/none | 279 70% | 107 70% | 72 81% | 47 69% | 53 59% | 13 70% | 47 74% | 36 56% | 40 71% | 27 86% | 41 70% | 33 64% | 42 76% | 132 66% | 147 73% | 70 70% | 60 72% | 149 69% | 64 69% | 68 63% | 66 72% | 81 74% | 193 66% | 44 83% | 237 69% | 42 76% |
| None | 26 6% | 10 6% | 7 7% | 4 6% | 5 6% | - | 3 5% | 4 7% | 2 4% | 4 13% | 1 2% | 6 12% | 5 9% | 15 8% | 11 5% | 6 6% | 6 7% | 14 6% | 5 5% | 11 10% | 8 8% | 3 3% | 15 5% | 8 15% | 23 7% | 3 5% |
| Don't know | 253 63% | 97 64% | 66 74% | 43 62% | 48 53% | 13 70% | 44 68% | 32 49% | 38 68% | 23 74% | 40 68% | 26 52% | 37 67% | 117 59% | 136 68% | 63 63% | 55 65% | 135 63% | 60 64% | 58 54% | 58 64% | 77 71% | 178 61% | 36 68% | 214 62% | 39 71% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

10/11. Looking ahead, if the 2024 Republican primary election for Governor was held today, for whom would you vote?
Which of those candidates would be your second choice?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|------------------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Jay Ashcroft | 138 35% | 47 36% | 52 33% | 39 35% | 89 40% | 35 29% | 124 36% | 9 20% | 73 44% | 18 22% | 37 38% | 4 14% | 42 33% | 97 35% | 119 34% | 19 39% | 46 35% | 13 33% | 79 35% | 133 52% | 1 1% | 5 6% | 81 43% | 11 28% | 46 27% | 93 34% |
| Mike Kehoe | 118 30% | 34 26% | 45 29% | 39 35% | 71 32% | 43 36% | 114 33% | 2 4% | 56 34% | 19 23% | 29 30% | 8 31% | 38 30% | 80 29% | 100 29% | 19 39% | 30 23% | 24 59% | 65 28% | 85 33% | 20 32% | 13 16% | 105 55% | 1 2% | 13 8% | 87 32% |
| Bill Eigel | 75 19% | 25 19% | 26 16% | 25 22% | 48 21% | 18 15% | 65 19% | 10 22% | 32 19% | 14 18% | 19 19% | 5 17% | 19 15% | 56 21% | 74 21% | 2 4% | 64 48% | 5 13% | 6 3% | 41 16% | 26 41% | 8 10% | 29 15% | 16 44% | 30 18% | 62 23% |
| Chris Wright | 12 3% | 2 2% | 5 3% | 5 5% | 10 5% | 2 2% | 12 4% | - | 4 3% | 1 1% | 6 6% | 1 4% | 6 5% | 6 2% | 12 3% | - | 7 5% | 4 9% | 1 1% | 6 2% | 6 10% | - | 4 2% | 5 13% | 3 2% | 11 4% |
| Amber Thomsen | 2 1% | 2 2% | - | - | 2 1% | 1 1% | 2 1% | - | 1 1% | - | 1 1% | - | 2 1% | 1 * | 2 1% | - | 1 1% | - | 1 1% | 1 * | 2 3% | - | 1 * | 1 3% | 1 * | 1 * |
| Darren Grant | 1 * | - | 1 1% | - | - | 1 1% | 1 * | - | - | 1 2% | - | - | - | 1 * | - | 1 3% | 1 1% | - | - | 1 * | - | - | - | - | 1 1% | 1 * |
| Robert Olson | 1 * | 1 1% | - | - | - | 1 1% | 1 * | - | - | - | - | - | - | 1 * | 1 * | - | - | - | 1 1% | 1 * | - | - | - | 1 3% | - | - |
| Darrell Leon McClanahan, the Third | 1 * | - | - | 1 1% | 1 * | - | 1 * | - | - | - | 1 1% | - | - | 1 * | 1 * | - | 1 1% | - | - | 1 * | - | - | 1 1% | - | - | 1 * |
| Total don't know/none | 279 70% | 90 69% | 115 73% | 74 66% | 147 66% | 84 70% | 231 67% | 39 87% | 111 66% | 62 76% | 64 66% | 20 77% | 92 73% | 187 68% | 242 69% | 34 70% | 74 56% | 24 59% | 181 80% | 155 60% | 50 80% | 75 93% | 107 56% | 26 70% | 146 85% | 184 67% |
| None | 26 6% | 7 5% | 8 5% | 11 10% | 16 7% | 8 7% | 24 7% | 2 5% | 13 8% | 2 2% | 5 5% | 1 2% | 7 5% | 19 7% | 20 6% | 6 12% | 6 5% | 10 25% | 9 4% | 11 4% | 12 19% | 3 4% | 10 5% | 5 14% | 10 6% | 21 8% |
| Don't know | 253 63% | 83 64% | 107 67% | 63 57% | 131 59% | 76 64% | 208 60% | 37 82% | 97 59% | 61 74% | 59 60% | 20 75% | 85 67% | 168 61% | 222 64% | 28 58% | 67 51% | 14 34% | 172 76% | 144 56% | 38 61% | 71 89% | 97 51% | 21 55% | 136 79% | 163 59% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

10/11. Looking ahead, if the 2024 Republican primary election for Governor was held today, for whom would you vote?
Which of those candidates would be your second choice?

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|---------------------------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Jay Ashcroft | 138 35% | 14 26% | 89 100% | 34 42% | - | 73 34% | 35 92% | 22 46% | 8 9% | 46 36% | 34 100% | 20 43% | - | 59 36% | 23 31% | 23 41% | 46 35% | 15 48% | 77 32% | 51 57% | 72 55% | 124 56% | 12 13% | 2 3% | |
| Mike Kehoe | 118 30% | 8 15% | 29 32% | 82 100% | - | 52 24% | 10 28% | 47 97% | 9 9% | 40 31% | 9 28% | 46 100% | - | 44 27% | 25 34% | 21 39% | 47 36% | 13 42% | 58 25% | 37 41% | 52 39% | 89 40% | 24 26% | 6 7% | |
| Bill Eigel | 75 19% | 55 100% | 12 14% | 7 9% | - | 68 32% | 4 12% | 3 5% | - | 32 25% | 3 10% | 3 6% | - | 15 9% | 40 54% | 25 45% | 65 50% | 6 19% | 4 2% | 7 8% | 24 19% | 31 14% | 36 38% | 8 10% | |
| Chris Wright | 12 3% | 6 11% | 2 2% | 2 2% | - | 9 4% | 2 4% | 2 4% | - | 2 2% | 1 2% | 2 4% | - | 3 2% | 4 5% | 5 10% | 9 7% | 2 6% | 1 1% | 2 2% | 2 1% | 4 2% | 6 6% | 3 3% | |
| Amber Thomsen | 2 1% | 1 2% | - | 1 1% | - | 2 1% | - | - | - | 1 1% | - | - | - | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | - | - | 2 2% | 1 1% | |
| Darren Grant | 1 *% | - | 1 1% | - | - | - | 1 3% | - | - | - | 1 4% | - | - | - | - | - | - | - | 1 1% | - | 1 1% | 1 1% | - | - | |
| Robert Olson | 1 *% | - | 1 1% | - | - | 1 1% | - | - | - | - | - | - | - | 1 1% | - | - | - | 1 4% | - | - | 1 1% | 1 1% | - | - | |
| Darrell Leon McClanahan, the Third | 1 *% | - | - | - | - | 1 1% | - | - | - | - | - | - | - | 1 1% | - | - | - | - | 1 *% | - | 1 1% | 1 *% | - | - | |
| Total don't know/none | 279 70% | 25 47% | 44 49% | 38 46% | 171 100% | 139 64% | 22 58% | 23 48% | 95 97% | 83 64% | 19 56% | 22 47% | 85 100% | 114 71% | 42 56% | 23 42% | 65 50% | 18 55% | 196 83% | 59 66% | 73 55% | 132 60% | 68 73% | 79 93% | |
| None | 26 6% | 6 10% | 9 10% | 8 9% | 4 2% | 7 3% | 5 14% | 8 16% | 6 6% | 1 1% | 4 12% | 8 16% | 4 5% | 3 2% | 11 15% | 1 2% | 12 9% | 2 8% | 11 5% | 12 14% | 5 4% | 18 8% | 6 6% | 3 3% | |
| Don't know | 253 63% | 20 36% | 35 40% | 30 37% | 167 98% | 131 61% | 17 44% | 16 32% | 90 91% | 82 64% | 15 44% | 14 31% | 80 95% | 111 69% | 31 41% | 22 40% | 53 41% | 15 47% | 185 78% | 47 52% | 67 51% | 114 52% | 62 67% | 77 90% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

10/11. Looking ahead, if the 2024 Republican primary election for Governor was held today, for whom would you vote?
Which of those candidates would be your second choice?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|---------------------------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Jay Ashcroft | 138 35% | 34 44% | 49 51% | 83 48% | 9 21% | 46 25% | 6 46% | 87 35% | 45 35% | 88 34% | 43 38% |
| Mike Kehoe | 118 30% | 49 64% | 58 60% | 107 62% | 7 16% | 4 2% | 3 25% | 73 29% | 41 32% | 65 25% | 48 42% |
| Bill Eigel | 75 19% | 9 12% | 16 17% | 25 15% | 20 45% | 30 17% | 5 38% | 41 16% | 29 22% | 62 24% | 12 11% |
| Chris Wright | 12 3% | 2 2% | 1 1% | 3 2% | 5 12% | 4 2% | - | 9 4% | 3 3% | 8 3% | 3 3% |
| Amber Thomsen | 2 1% | - | - | - | 2 4% | 1 *% | - | 1 *% | 2 1% | 2 1% | - |
| Darren Grant | 1 *% | - | - | - | - | 1 1% | - | 1 1% | - | 1 *% | - |
| Robert Olson | 1 *% | - | - | - | 1 3% | - | - | 1 *% | - | 1 *% | - |
| Darrell Leon McClanahan, the Third | 1 *% | - | - | - | - | 1 1% | - | 1 *% | - | 1 *% | - |
| Total don't know/none | 279 70% | 44 57% | 48 50% | 91 53% | 27 62% | 161 88% | 8 61% | 174 70% | 88 68% | 177 68% | 78 69% |
| None | 26 6% | 8 10% | 5 5% | 12 7% | 5 12% | 8 5% | 2 13% | 14 6% | 7 5% | 15 6% | 8 7% |
| Don't know | 253 63% | 36 47% | 43 45% | 79 46% | 22 51% | 152 83% | 6 47% | 160 65% | 81 62% | 162 62% | 70 62% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

12. Do you believe Bill Eigel is Conservative, Moderate or Liberal in his political views?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-----------------------|-------------|-------------|---------------------|-----------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------------|-------------|-------------------|-------------|-------------------------------|----------------------|--------------|----------------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Reps | tot. Reps | Ind/ dont know |
| Very Conservative | 75 19% | 38 25% | 15 17% | 9 14% | 12 14% | 9 45% | 14 21% | 17 26% | 9 15% | 6 20% | 4 7% | 8 17% | 9 16% | 33 17% | 42 21% | 24 24% | 20 24% | 31 14% | 20 21% | 13 13% | 24 27% | 18 16% | 54 18% | 13 24% | 66 19% | 9 15% |
| Somewhat Conservative | 55 14% | 24 16% | 7 8% | 7 11% | 17 18% | 3 13% | 7 12% | 12 19% | 8 14% | 1 3% | 7 13% | 5 11% | 11 20% | 37 19% | 18 9% | 12 12% | 11 13% | 32 15% | 15 16% | 22 20% | 8 9% | 10 9% | 46 16% | 3 5% | 48 14% | 7 13% |
| Total Conservative | 130 33% | 62 41% | 22 25% | 17 25% | 29 32% | 11 58% | 21 33% | 29 46% | 16 29% | 7 23% | 11 19% | 14 27% | 20 36% | 70 35% | 60 30% | 36 36% | 31 37% | 63 29% | 35 37% | 35 33% | 32 36% | 28 25% | 99 34% | 15 29% | 115 33% | 16 28% |
| Moderate | 23 6% | 7 4% | 1 1% | 8 12% | 7 8% | - | 2 3% | 3 5% | 6 11% | - | 7 11% | 3 5% | 2 4% | 8 4% | 15 7% | 2 2% | 5 6% | 16 8% | 2 2% | 6 6% | 5 5% | 10 9% | 19 7% | 3 6% | 22 6% | 1 2% |
| Liberal | 9 2% | 4 3% | - | 2 3% | 3 3% | - | 3 4% | 1 2% | - | - | - | 3 6% | 2 3% | 5 2% | 4 2% | 1 1% | 3 3% | 5 2% | 1 1% | 4 4% | 3 3% | 1 1% | 6 2% | 1 2% | 6 2% | 2 4% |
| Don't know | 238 59% | 79 52% | 66 74% | 42 61% | 52 57% | 8 42% | 39 61% | 30 47% | 33 59% | 24 77% | 41 69% | 32 62% | 32 57% | 117 58% | 121 61% | 61 61% | 45 54% | 132 61% | 55 59% | 62 58% | 51 56% | 70 65% | 168 58% | 33 63% | 201 58% | 37 66% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

12. Do you believe Bill Eigel is Conservative, Moderate or Liberal in his political views?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-----------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Very Conservative | 75 19% | 26 20% | 21 13% | 28 25% | 40 18% | 28 23% | 68 20% | 7 15% | 32 19% | 16 20% | 15 15% | 5 19% | 17 13% | 58 21% | 59 17% | 15 31% | 48 36% | 21 51% | 6 3% | 40 16% | 28 45% | 7 9% | 38 20% | 18 48% | 20 11% | 66 24% |
| Somewhat Conservative | 55 14% | 17 13% | 25 16% | 14 12% | 40 18% | 9 8% | 49 14% | 6 13% | 24 15% | 6 8% | 19 19% | 2 7% | 21 16% | 34 13% | 52 15% | 3 7% | 41 31% | 5 13% | 8 4% | 41 16% | 8 12% | 6 8% | 31 17% | 6 17% | 17 10% | 49 18% |
| Total Conservative | 130 33% | 42 33% | 46 29% | 42 37% | 80 36% | 37 31% | 118 34% | 13 28% | 56 34% | 22 28% | 34 35% | 7 26% | 38 30% | 93 34% | 111 32% | 18 38% | 90 68% | 26 64% | 15 6% | 81 32% | 36 57% | 13 16% | 69 36% | 24 65% | 37 21% | 115 42% |
| Moderate | 23 6% | 6 4% | 12 7% | 6 5% | 11 5% | 7 6% | 18 5% | 2 4% | 14 8% | 3 3% | 4 4% | - | 6 5% | 17 6% | 22 6% | 1 2% | 7 6% | 3 9% | 12 5% | 22 8% | - | 2 2% | 15 8% | 2 5% | 6 4% | 19 7% |
| Liberal | 9 2% | 5 4% | 2 1% | 2 1% | 4 2% | 4 4% | 9 3% | - | 3 2% | - | 3 3% | 1 3% | 4 3% | 4 2% | 9 2% | - | 1 1% | 4 11% | 3 1% | 5 2% | 4 6% | - | 6 3% | 1 3% | 1 1% | 7 2% |
| Don't know | 238 59% | 77 59% | 99 62% | 62 56% | 128 57% | 71 59% | 199 58% | 31 68% | 94 56% | 56 69% | 57 59% | 19 71% | 79 62% | 159 58% | 206 59% | 29 60% | 34 26% | 7 17% | 197 87% | 149 58% | 23 37% | 66 82% | 99 52% | 10 27% | 128 74% | 134 49% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

12. Do you believe Bill Eigel is Conservative, Moderate or Liberal in his political views?

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-----------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Very Conservative | 75 19% | 34 63% | 6 6% | 21 25% | 15 9% | 48 22% | 4 11% | 13 27% | 9 9% | 20 16% | 2 7% | 13 29% | 8 10% | 15 9% | 75 100% | - | 75 58% | - | - | 26 29% | 24 18% | 50 23% | 20 21% | 6 7% | |
| Somewhat Conservative | 55 14% | 16 30% | 14 16% | 11 13% | 13 8% | 44 20% | 2 6% | 6 13% | 3 3% | 29 22% | 2 7% | 5 11% | 2 2% | 28 17% | - | 55 100% | 55 42% | - | - | 12 13% | 22 17% | 34 15% | 17 19% | 4 4% | |
| Total Conservative | 130 33% | 51 93% | 19 22% | 32 39% | 27 16% | 92 43% | 7 17% | 19 40% | 12 12% | 49 38% | 5 13% | 18 40% | 10 12% | 43 26% | 75 100% | 55 100% | 130 100% | - | - | 38 42% | 46 35% | 84 38% | 37 40% | 9 11% | |
| Moderate | 23 6% | 2 3% | 9 11% | 6 7% | 6 4% | 10 4% | 6 16% | 4 9% | 3 3% | 4 3% | 6 18% | 4 10% | 1 1% | 8 5% | - | - | - | 23 73% | - | 3 4% | 11 8% | 14 6% | 8 9% | 1 1% | |
| Liberal | 9 2% | - | 3 3% | 3 4% | 2 1% | 3 1% | 1 2% | 3 7% | 1 1% | 1 1% | 1 3% | 3 7% | 1 2% | 3 2% | - | - | - | 9 27% | - | 3 3% | 3 2% | 6 3% | 2 2% | 1 1% | |
| Don't know | 238 59% | 2 4% | 57 64% | 41 50% | 135 79% | 110 51% | 24 65% | 21 44% | 82 83% | 75 58% | 22 66% | 20 43% | 72 85% | 108 67% | - | - | - | - | 238 100% | 47 52% | 71 54% | 117 53% | 46 49% | 75 87% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

12. Do you believe Bill Eigel is Conservative, Moderate or Liberal in his political views?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Very Conservative | 75 19% | 21 27% | 23 24% | 44 25% | 14 32% | 18 10% | 6 43% | 40 16% | 23 18% | 48 19% | 24 21% |
| Somewhat Conservative | 55 14% | 10 13% | 22 23% | 32 19% | 6 15% | 17 9% | 1 6% | 34 14% | 21 16% | 37 14% | 16 14% |
| Total Conservative | 130 33% | 31 40% | 45 47% | 76 44% | 20 46% | 34 19% | 6 50% | 73 30% | 44 34% | 85 33% | 40 35% |
| Moderate | 23 6% | 6 8% | 4 5% | 11 6% | 7 16% | 6 3% | 3 21% | 10 4% | 10 8% | 10 4% | 8 7% |
| Liberal | 9 2% | 3 4% | 1 1% | 4 2% | 3 6% | 2 1% | - | 6 2% | 3 2% | 5 2% | 3 3% |
| Don't know | 238 59% | 36 47% | 46 48% | 82 48% | 14 32% | 142 77% | 4 29% | 158 64% | 73 56% | 159 61% | 62 55% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

13. Do you believe Jay Ashcroft is Conservative, Moderate or Liberal in his political views?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-----------------------|-------------|-------------|---------------------|-----------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------------|-------------|-------------------|-------------|-------------------------------|----------------------|--------------|----------------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Reps | tot. Reps | Ind/ dont know |
| Very Conservative | 90 23% | 41 27% | 19 21% | 12 17% | 19 21% | 6 30% | 17 27% | 20 30% | 7 13% | 8 26% | 9 16% | 10 19% | 13 24% | 43 22% | 47 24% | 20 20% | 23 27% | 47 22% | 21 22% | 22 21% | 22 24% | 25 23% | 65 22% | 18 35% | 83 24% | 7 13% |
| Somewhat Conservative | 131 33% | 47 31% | 34 38% | 20 29% | 30 33% | 3 18% | 24 37% | 23 36% | 20 36% | 8 27% | 28 47% | 14 28% | 10 18% | 69 35% | 62 31% | 30 30% | 23 27% | 79 36% | 23 25% | 46 43% | 29 32% | 33 30% | 101 34% | 13 25% | 114 33% | 17 31% |
| Total Conservative | 221 55% | 87 58% | 53 59% | 32 46% | 49 54% | 9 48% | 41 64% | 43 67% | 28 49% | 16 53% | 37 63% | 24 47% | 23 42% | 112 56% | 109 54% | 50 50% | 45 54% | 126 58% | 44 48% | 68 64% | 51 56% | 58 53% | 165 57% | 31 60% | 197 57% | 25 44% |
| Moderate | 69 17% | 25 17% | 12 14% | 18 26% | 14 15% | 2 12% | 9 15% | 13 20% | 13 23% | 3 11% | 8 13% | 11 21% | 10 17% | 38 19% | 30 15% | 15 15% | 18 21% | 35 16% | 22 23% | 17 16% | 12 13% | 19 17% | 47 16% | 6 11% | 52 15% | 16 30% |
| Liberal | 24 6% | 9 6% | 3 3% | 5 7% | 7 8% | 2 13% | 2 4% | 3 5% | 3 6% | 1 3% | 5 9% | 4 7% | 3 6% | 11 5% | 14 7% | 4 4% | 7 8% | 13 6% | 4 5% | 6 6% | 7 7% | 7 6% | 15 5% | 6 11% | 21 6% | 3 6% |
| Don't know | 86 21% | 30 20% | 21 24% | 14 21% | 20 22% | 5 27% | 11 18% | 5 9% | 12 22% | 10 33% | 9 15% | 13 25% | 20 36% | 39 19% | 47 24% | 30 30% | 14 16% | 42 19% | 22 24% | 16 15% | 22 24% | 25 23% | 65 22% | 10 18% | 74 22% | 11 21% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

13. Do you believe Jay Ashcroft is Conservative, Moderate or Liberal in his political views?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-----------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Very Conservative | 90 23% | 19 14% | 37 23% | 34 31% | 58 26% | 24 20% | 82 24% | 8 18% | 40 24% | 18 22% | 19 20% | 5 19% | 28 22% | 62 23% | 67 19% | 23 48% | 29 22% | 18 44% | 44 19% | 68 26% | 13 21% | 9 11% | 54 29% | 10 27% | 26 15% | 71 26% |
| Somewhat Conservative | 131 33% | 46 35% | 56 35% | 30 26% | 77 34% | 41 34% | 118 34% | 8 17% | 59 35% | 21 26% | 38 39% | 3 10% | 32 25% | 99 36% | 118 34% | 12 25% | 48 36% | 12 29% | 72 32% | 116 45% | 5 7% | 11 13% | 74 39% | 6 16% | 51 30% | 92 33% |
| Total Conservative | 221 55% | 64 50% | 93 59% | 64 57% | 135 60% | 65 54% | 200 58% | 16 35% | 99 60% | 39 48% | 57 59% | 8 29% | 60 47% | 161 59% | 185 53% | 35 73% | 76 58% | 30 73% | 115 51% | 183 71% | 18 29% | 20 25% | 129 68% | 16 43% | 77 44% | 163 59% |
| Moderate | 69 17% | 25 19% | 27 17% | 17 15% | 32 14% | 20 17% | 52 15% | 13 29% | 28 17% | 10 13% | 19 20% | 6 24% | 29 23% | 40 15% | 67 19% | 2 3% | 30 22% | 3 8% | 36 16% | 36 14% | 22 35% | 11 13% | 23 12% | 13 36% | 32 19% | 46 17% |
| Liberal | 24 6% | 6 4% | 11 7% | 8 7% | 14 6% | 8 7% | 22 6% | 2 5% | 10 6% | 4 5% | 7 8% | 1 5% | 10 8% | 14 5% | 24 7% | - | 13 10% | 3 7% | 8 4% | 6 2% | 17 27% | 1 1% | 11 6% | 6 15% | 8 5% | 20 7% |
| Don't know | 86 21% | 35 27% | 28 18% | 23 21% | 43 19% | 27 22% | 70 20% | 14 30% | 29 18% | 28 34% | 14 14% | 11 43% | 28 22% | 58 21% | 72 21% | 11 23% | 13 10% | 5 12% | 68 30% | 31 12% | 6 10% | 49 61% | 28 15% | 2 6% | 56 32% | 46 17% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

13. Do you believe Jay Ashcroft is Conservative, Moderate or Liberal in his political views?

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-----------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Very Conservative | 90 23% | 3 5% | 40 45% | 24 29% | 23 14% | 34 16% | 16 42% | 19 40% | 21 21% | 18 14% | 16 47% | 18 40% | 16 19% | 31 19% | 26 35% | 12 21% | 38 29% | 6 19% | 47 20% | 90 100% | - | 90 41% | - | - | |
| Somewhat Conservative | 131 33% | 16 29% | 39 44% | 38 46% | 36 21% | 79 37% | 19 50% | 16 33% | 17 17% | 58 45% | 16 47% | 16 35% | 10 11% | 63 39% | 24 32% | 22 41% | 46 36% | 14 44% | 71 30% | - 100% | 131 100% | 131 59% | - | - | |
| Total Conservative | 221 55% | 19 35% | 79 89% | 62 75% | 59 35% | 113 53% | 35 93% | 35 73% | 37 38% | 76 59% | 32 95% | 34 74% | 26 30% | 95 59% | 50 66% | 34 62% | 84 65% | 20 63% | 117 49% | 90 100% | 131 100% | 221 100% | - | - | |
| Moderate | 69 17% | 20 36% | 7 8% | 11 13% | 29 17% | 42 20% | 1 2% | 8 16% | 18 18% | 22 17% | 1 2% | 6 14% | 16 19% | 22 14% | 12 16% | 12 22% | 24 19% | 7 23% | 37 16% | - | - | - | 69 74% | - | |
| Liberal | 24 6% | 10 17% | - | 5 6% | 9 6% | 17 8% | - | 2 5% | 4 5% | 4 3% | - | 2 5% | 4 5% | 8 5% | 8 10% | 5 9% | 13 10% | 3 9% | 8 4% | - | - | - | 24 26% | - | |
| Don't know | 86 21% | 6 12% | 2 3% | 4 5% | 73 43% | 42 20% | 2 6% | 3 6% | 38 39% | 26 20% | 1 3% | 3 7% | 38 45% | 37 23% | 6 7% | 4 6% | 9 7% | 2 5% | 75 31% | - | - | - | - | 86 100% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

13. Do you believe Jay Ashcroft is Conservative, Moderate or Liberal in his political views?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Very Conservative | 90 23% | 37 48% | 24 25% | 61 35% | 5 12% | 24 13% | 5 41% | 49 20% | 32 25% | 48 19% | 39 35% |
| Somewhat Conservative | 131 33% | 20 26% | 51 53% | 71 41% | 8 18% | 52 28% | - | 87 35% | 42 32% | 83 32% | 38 34% |
| Total Conservative | 221 55% | 57 74% | 75 78% | 132 76% | 13 30% | 76 42% | 5 41% | 136 55% | 74 57% | 131 51% | 78 68% |
| Moderate | 69 17% | 9 12% | 10 10% | 19 11% | 18 42% | 32 17% | 5 41% | 48 19% | 16 12% | 48 19% | 15 13% |
| Liberal | 24 6% | 5 6% | 3 3% | 8 5% | 10 23% | 7 4% | - | 15 6% | 10 7% | 20 8% | 5 4% |
| Don't know | 86 21% | 6 7% | 9 9% | 15 8% | 2 5% | 69 38% | 2 19% | 50 20% | 31 24% | 60 23% | 16 15% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

14. Do you believe Mike Kehoe is Conservative, Moderate or Liberal in his political views?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-----------------------|-------------|-------------|---------------------|-----------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------------|-------------|-------------------|-------------|-------------------------------|----------------------|--------------|----------------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Reps | tot. Reps | Ind/ dont know |
| Very Conservative | 77 19% | 38 25% | 6 7% | 15 23% | 17 19% | 2 11% | 13 21% | 19 29% | 3 6% | 3 10% | 10 16% | 11 22% | 15 27% | 34 17% | 43 21% | 14 14% | 20 24% | 42 20% | 17 18% | 17 16% | 17 19% | 26 23% | 56 19% | 15 28% | 71 20% | 6 11% |
| Somewhat Conservative | 96 24% | 37 24% | 15 17% | 19 28% | 25 28% | 9 46% | 14 21% | 18 28% | 14 25% | 2 6% | 16 27% | 13 26% | 11 20% | 51 25% | 46 23% | 31 31% | 15 18% | 50 23% | 20 22% | 31 29% | 26 29% | 19 18% | 71 24% | 11 21% | 82 24% | 14 26% |
| Total Conservative | 173 43% | 74 49% | 22 24% | 35 51% | 43 47% | 11 57% | 27 42% | 37 58% | 17 31% | 5 16% | 26 43% | 24 48% | 26 47% | 85 42% | 88 44% | 45 45% | 36 43% | 92 43% | 37 40% | 48 44% | 44 48% | 45 41% | 127 44% | 26 49% | 153 44% | 20 37% |
| Moderate | 30 7% | 8 5% | 5 6% | 6 9% | 10 11% | - | 5 8% | 5 7% | 6 10% | 1 3% | 6 11% | 4 8% | 3 5% | 17 9% | 12 6% | 8 8% | 4 5% | 18 8% | 8 8% | 10 9% | 4 5% | 8 7% | 16 5% | 5 11% | 21 6% | 8 15% |
| Liberal | 14 3% | 3 2% | 2 2% | 2 3% | 6 7% | 2 13% | - | 3 5% | 1 2% | 1 3% | - | 3 5% | 3 6% | 8 4% | 6 3% | 3 3% | 5 6% | 5 3% | 6 6% | 2 2% | 3 3% | 3 3% | 12 4% | 1 2% | 13 4% | 1 2% |
| Don't know | 184 46% | 66 43% | 61 68% | 25 37% | 32 35% | 6 30% | 32 50% | 20 31% | 32 57% | 24 77% | 27 46% | 20 39% | 24 43% | 90 45% | 94 47% | 44 44% | 39 47% | 100 46% | 42 46% | 48 45% | 41 45% | 52 48% | 137 47% | 20 38% | 158 46% | 26 47% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

14. Do you believe Mike Kehoe is Conservative, Moderate or Liberal in his political views?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-----------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Very Conservative | 77 19% | 17 13% | 30 19% | 30 27% | 44 19% | 25 21% | 69 20% | 8 17% | 29 18% | 19 23% | 16 16% | 3 12% | 21 16% | 56 21% | 62 18% | 15 30% | 24 18% | 17 43% | 36 16% | 53 21% | 16 25% | 8 10% | 64 34% | 10 26% | 3 2% | 59 21% |
| Somewhat Conservative | 96 24% | 35 27% | 35 22% | 26 24% | 56 25% | 36 30% | 92 27% | 2 4% | 42 25% | 12 15% | 30 31% | 6 24% | 28 22% | 68 25% | 78 22% | 18 38% | 34 26% | 13 31% | 49 22% | 75 29% | 10 15% | 12 15% | 81 42% | 6 15% | 10 6% | 74 27% |
| Total Conservative | 173 43% | 52 40% | 65 41% | 56 50% | 100 44% | 61 51% | 161 47% | 10 22% | 71 43% | 31 38% | 46 47% | 10 36% | 49 38% | 124 46% | 140 40% | 33 68% | 58 44% | 30 74% | 85 38% | 128 50% | 25 41% | 20 25% | 144 76% | 15 41% | 13 8% | 133 48% |
| Moderate | 30 7% | 8 6% | 11 7% | 11 10% | 16 7% | 10 8% | 26 8% | 4 8% | 14 9% | 6 7% | 4 4% | 2 6% | 9 7% | 20 7% | 27 8% | 3 6% | 18 14% | - | 11 5% | 16 6% | 12 19% | 2 2% | 14 7% | 7 20% | 8 5% | 22 8% |
| Liberal | 14 3% | 1 1% | 8 5% | 5 4% | 7 3% | 2 2% | 10 3% | 4 9% | 8 5% | - | 2 2% | 3 10% | 7 5% | 7 3% | 14 4% | - | 10 7% | 1 2% | 3 1% | 3 1% | 8 13% | 2 3% | 1 1% | 12 31% | 1 1% | 12 4% |
| Don't know | 184 46% | 70 54% | 74 47% | 40 36% | 101 45% | 46 39% | 148 43% | 27 61% | 73 44% | 45 55% | 46 47% | 13 47% | 62 49% | 122 45% | 168 48% | 12 26% | 46 35% | 10 24% | 128 56% | 110 43% | 17 27% | 57 70% | 31 16% | 3 8% | 150 87% | 109 40% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

14. Do you believe Mike Kehoe is Conservative, Moderate or Liberal in his political views?

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-----------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Very Conservative | 77 19% | 4 7% | 18 21% | 39 48% | 16 9% | 24 11% | 9 25% | 29 59% | 15 15% | 19 15% | 9 28% | 26 57% | 11 13% | 20 12% | 21 28% | 10 19% | 31 24% | 10 30% | 36 15% | 37 41% | 20 15% | 57 26% | 14 15% | 6 7% | |
| Somewhat Conservative | 96 24% | 10 19% | 26 29% | 40 48% | 21 12% | 54 25% | 10 28% | 18 38% | 14 14% | 40 31% | 10 28% | 18 40% | 9 10% | 43 27% | 23 31% | 22 40% | 45 34% | 5 17% | 46 19% | 24 26% | 51 39% | 75 34% | 12 13% | 9 10% | |
| Total Conservative | 173 43% | 14 26% | 44 50% | 78 96% | 36 21% | 77 36% | 20 53% | 47 97% | 29 30% | 59 46% | 19 56% | 44 96% | 20 24% | 63 39% | 44 58% | 32 58% | 76 58% | 15 47% | 82 35% | 61 67% | 71 54% | 132 60% | 27 29% | 15 17% | |
| Moderate | 30 7% | 8 14% | 5 6% | 2 3% | 14 8% | 18 8% | 1 3% | 1 1% | 10 10% | 5 4% | 1 3% | 1 1% | 9 11% | 10 6% | 7 10% | 2 4% | 9 7% | 9 27% | 11 5% | 4 5% | 6 5% | 10 5% | 19 21% | - | |
| Liberal | 14 3% | 9 17% | 2 2% | 1 1% | 2 1% | 11 5% | 1 2% | 1 2% | 1 1% | 2 1% | 1 2% | 1 2% | 1 1% | 2 1% | 6 8% | 4 8% | 11 8% | 1 3% | 2 1% | 1 1% | 2 1% | 3 1% | 9 9% | 2 3% | |
| Don't know | 184 46% | 24 44% | 38 43% | - | 119 69% | 109 51% | 16 42% | - | 58 59% | 62 49% | 13 39% | - | 54 64% | 86 53% | 18 24% | 17 30% | 34 26% | 7 23% | 142 60% | 24 27% | 52 40% | 76 35% | 38 41% | 69 81% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

14. Do you believe Mike Kehoe is Conservative, Moderate or Liberal in his political views?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Very Conservative | 77 19% | 77 100% | - | 77 44% | - | - | 1 6% | 47 19% | 24 19% | 43 16% | 29 26% |
| Somewhat Conservative | 96 24% | - | 96 100% | 96 56% | - | - | 3 26% | 66 27% | 24 19% | 57 22% | 34 30% |
| Total Conservative | 173 43% | 77 100% | 96 100% | 173 100% | - | - | 4 32% | 114 46% | 49 37% | 99 38% | 64 56% |
| Moderate | 30 7% | - | - | - | 30 68% | - | 3 24% | 13 5% | 13 10% | 22 9% | 6 5% |
| Liberal | 14 3% | - | - | - | 14 32% | - | - | 10 4% | 4 3% | 12 5% | 2 1% |
| Don't know | 184 46% | - | - | - | - | 184 100% | 6 44% | 111 45% | 64 49% | 126 48% | 42 37% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

15. Thinking now about America's southern border, please tell me which one of the following statements comes closest to your own view, even if it's not exactly how you feel

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---|-------------|-------------|---------------|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------------------------|---------------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more Reps than Dems | tot. Reps | Ind/ dont know |
| I'm mostly concerned about illegal immigrants taking jobs from Americans, driving down wages and making it harder to make a living | 13 3% | 3 2% | 3 3% | 3 5% | 3 4% | - | 2 3% | 3 4% | 3 5% | 3 10% | - | 2 5% | - | 7 4% | 6 3% | 5 5% | 3 4% | 5 2% | 4 5% | 3 3% | 4 4% | 2 1% | 9 3% | 4 7% | 13 4% | - |
| I'm mostly concerned about illegal immigrants overburdening our schools, hospitals and social services and sticking U.S. taxpayers with the bill | 248 62% | 102 67% | 57 63% | 36 53% | 53 59% | 12 61% | 42 66% | 37 57% | 31 56% | 17 54% | 41 70% | 30 60% | 38 67% | 132 66% | 116 58% | 64 64% | 49 58% | 135 63% | 65 70% | 67 62% | 47 52% | 68 63% | 181 62% | 33 63% | 214 62% | 34 61% |
| I'm mostly concerned about illegal immigrants working with the Mexican drug cartels and flooding our country with fentanyl and killing over 70,000 Americans a year | 130 33% | 42 28% | 25 28% | 29 43% | 34 37% | 5 25% | 20 31% | 23 35% | 21 37% | 8 26% | 18 30% | 18 36% | 18 33% | 58 29% | 73 36% | 28 28% | 28 33% | 74 34% | 22 24% | 35 33% | 34 37% | 39 35% | 96 33% | 14 26% | 110 32% | 20 37% |
| Total don't know/none | 9 2% | 5 3% | 4 5% | - | - | 3 14% | - | 2 3% | 1 2% | 3 10% | - | - | - | 3 2% | 6 3% | 3 3% | 4 5% | 2 1% | 1 1% | 2 2% | 6 7% | - | 6 2% | 2 4% | 8 2% | 1 2% |
| None | 7 2% | 2 1% | 4 5% | - | - | - | - | 2 3% | 1 2% | 3 10% | - | - | - | 2 1% | 4 2% | 1 1% | 4 5% | 1 1% | 1 1% | 1 1% | 4 5% | - | 3 1% | 2 4% | 5 2% | 1 2% |
| Don't know | 3 1% | 3 2% | - | - | - | 3 14% | - | - | - | - | - | - | - | 1 1% | 2 1% | 2 2% | - | 1 * | - | 1 1% | 2 2% | - | 3 1% | - | 3 1% | - |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

15. Thinking now about America's southern border, please tell me which one of the following statements comes closest to your own view, even if it's not exactly how you feel

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev'r | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| I'm mostly concerned about illegal immigrants taking jobs from Americans, driving down wages and making it harder to make a living | 13 3% | 6 5% | 2 1% | 5 4% | 10 4% | 1 1% | 11 3% | 2 4% | 7 4% | 3 3% | - | 2 7% | 3 2% | 10 4% | 10 3% | 3 5% | 4 3% | 3 6% | 6 3% | 8 3% | 4 6% | 1 2% | 2 1% | 3 9% | 7 4% | 10 4% |
| I'm mostly concerned about illegal immigrants overburdening our schools, hospitals and social services and sticking U.S. taxpayers with the bill | 248 62% | 85 66% | 97 61% | 66 59% | 135 60% | 82 68% | 216 63% | 23 51% | 94 57% | 50 61% | 70 72% | 17 62% | 77 61% | 170 62% | 217 62% | 28 58% | 86 65% | 18 44% | 144 63% | 158 61% | 35 57% | 54 67% | 122 64% | 20 54% | 105 61% | 172 63% |
| I'm mostly concerned about illegal immigrants working with the Mexican drug cartels and flooding our country with fentanyl and killing over 70,000 Americans a year | 130 33% | 37 28% | 55 35% | 38 34% | 80 36% | 33 28% | 113 33% | 15 33% | 63 38% | 26 32% | 25 26% | 8 30% | 47 37% | 83 30% | 119 34% | 11 24% | 41 31% | 14 34% | 75 33% | 90 35% | 19 31% | 21 26% | 61 32% | 9 25% | 60 35% | 85 31% |
| Total don't know/none | 9 2% | 2 1% | 4 3% | 3 3% | - | 4 3% | 4 1% | 5 12% | 2 1% | 3 3% | 2 2% | - | - | 9 3% | 3 1% | 6 13% | 1 1% | 6 16% | 2 1% | 1 * | 4 7% | 4 5% | 5 3% | 4 12% | - | 8 3% |
| None | 7 2% | - | 4 3% | 2 2% | - | 2 2% | 2 1% | 4 10% | 1 1% | 1 1% | 2 2% | - | - | 7 2% | 1 * | 5 11% | 1 1% | 5 13% | - | 1 * | 4 7% | 1 1% | 2 1% | 4 12% | - | 7 2% |
| Don't know | 3 1% | 2 1% | - | 1 1% | - | 2 1% | 2 * | 1 2% | 1 1% | 2 2% | - | - | - | 3 1% | 2 * | 1 2% | - | 1 2% | 2 1% | - | - | 3 3% | 3 1% | - | - | 1 * |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

15. Thinking now about America's southern border, please tell me which one of the following statements comes closest to your own view, even if it's not exactly how you feel

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|---|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| I'm mostly concerned about illegal immigrants taking jobs from Americans, driving down wages and making it harder to make a living | 13 3% | 3 5% | 4 4% | 2 3% | 4 2% | 9 4% | 1 3% | 1 3% | 1 1% | 5 4% | 1 3% | 1 3% | 1 1% | 6 4% | 6 7% | 1 1% | 6 5% | 3 9% | 4 2% | 5 6% | - | 5 2% | 5 6% | 2 3% | |
| I'm mostly concerned about illegal immigrants overburdening our schools, hospitals and social services and sticking U.S. taxpayers with the bill | 248 62% | 34 62% | 51 57% | 52 64% | 108 63% | 139 65% | 21 55% | 30 62% | 57 58% | 87 68% | 19 55% | 29 63% | 49 58% | 106 65% | 40 53% | 34 61% | 73 56% | 16 50% | 158 67% | 49 54% | 87 66% | 136 61% | 62 67% | 50 58% | |
| I'm mostly concerned about illegal immigrants working with the Mexican drug cartels and flooding our country with fentanyl and killing over 70,000 Americans a year | 130 33% | 17 31% | 35 39% | 26 32% | 51 30% | 66 30% | 16 42% | 16 33% | 33 33% | 36 28% | 14 41% | 15 32% | 27 32% | 50 31% | 23 31% | 21 38% | 44 34% | 13 41% | 73 31% | 32 35% | 42 32% | 74 33% | 26 27% | 31 36% | |
| Total don't know/none | 9 2% | 1 2% | - | 1 1% | 7 4% | 1 1% | - | 1 2% | 7 7% | 1 1% | - | 1 2% | 7 8% | - | 7 9% | - | 7 5% | - | 3 1% | 4 5% | 2 2% | 7 3% | - | 3 3% | |
| None | 7 2% | 1 2% | - | 1 1% | 4 3% | 1 1% | - | 1 2% | 4 4% | 1 1% | - | 1 2% | 4 5% | - | 7 9% | - | 7 5% | - | - | 4 5% | 2 2% | 7 3% | - | - | |
| Don't know | 3 1% | - | - | - | 3 2% | - | - | - | 3 3% | - | - | - | 3 3% | - | - | - | - | - | 3 1% | - | - | - | - | 3 3% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

15. Thinking now about America's southern border, please tell me which one of the following statements comes closest to your own view, even if it's not exactly how you feel

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|---|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| I'm mostly concerned about illegal immigrants taking jobs from Americans, driving down wages and making it harder to make a living | 13 3% | 1 1% | 3 4% | 4 2% | 3 7% | 6 3% | 13 100% | - | - | 6 2% | 6 6% |
| I'm mostly concerned about illegal immigrants overburdening our schools, hospitals and social services and sticking U.S. taxpayers with the bill | 248 62% | 47 62% | 66 69% | 114 66% | 23 53% | 111 61% | - | 248 100% | - | 166 64% | 72 63% |
| I'm mostly concerned about illegal immigrants working with the Mexican drug cartels and flooding our country with fentanyl and killing over 70,000 Americans a year | 130 33% | 24 32% | 24 25% | 49 28% | 17 40% | 64 35% | - | - | 130 100% | 86 33% | 31 28% |
| Total don't know/none | 9 2% | 4 6% | 2 2% | 7 4% | - | 3 1% | - | - | - | 1 * | 4 4% |
| None | 7 2% | 4 6% | 2 2% | 7 4% | - | - | - | - | - | 1 * | 3 3% |
| Don't know | 3 1% | - | - | - | - | 3 1% | - | - | - | - | 1 1% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

16. Thinking now about actions the state of Missouri could take to address illegal immigration, please tell me which one of the following you would be most likely to support?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|--|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|----------------|-------------|---------------|
| | TOTAL | Saint Louis | Kansas City | Springfield | elsewhere | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mostly Reps | more than Dems | tot. Reps | Ind/dont know |
| Send equipment and Missouri National Guard troops to help secure the border. | 30 8% | 12 8% | 2 2% | 9 13% | 8 8% | 1 5% | 6 10% | 3 5% | 5 10% | - | 4 8% | 5 10% | 4 7% | 15 7% | 15 8% | 9 9% | 7 8% | 14 7% | 9 10% | 6 5% | 6 7% | 9 8% | 20 7% | 4 9% | 24 7% | 6 10% |
| Establish a "detain and deport" policy allowing law enforcement to identify illegal immigrants and send them back to their country of origin | 216 54% | 95 63% | 39 44% | 33 48% | 49 54% | 8 43% | 39 61% | 36 55% | 26 46% | 15 47% | 27 45% | 27 53% | 39 70% | 111 55% | 105 53% | 52 52% | 44 52% | 120 56% | 52 56% | 59 55% | 44 48% | 61 56% | 169 58% | 20 39% | 189 55% | 27 48% |
| Prohibit illegal immigrants from obtaining drivers licenses, automobile plates or in-state tuition. | 45 11% | 12 8% | 12 14% | 8 12% | 12 13% | 4 19% | 4 6% | 6 9% | 5 9% | 5 17% | 8 13% | 7 13% | 6 11% | 22 11% | 22 11% | 9 9% | 6 8% | 29 13% | 6 6% | 16 15% | 10 11% | 13 12% | 34 12% | 2 4% | 36 10% | 9 16% |
| Make it more difficult for illegal immigrants to get jobs by requiring employers to verify legal status before hiring. | 34 8% | 8 5% | 10 12% | 12 18% | 4 4% | 1 7% | 4 7% | 3 4% | 6 12% | 2 6% | 7 11% | 9 17% | 2 4% | 20 10% | 14 7% | 12 12% | 6 7% | 16 7% | 9 9% | 12 11% | 9 10% | 4 4% | 23 8% | 9 18% | 32 9% | 2 3% |
| Prohibit sanctuary cities. | 29 7% | 8 5% | 12 13% | 3 4% | 7 7% | 1 6% | 4 6% | 8 12% | 6 10% | 3 10% | 6 10% | 1 2% | 1 1% | 18 9% | 11 5% | 5 5% | 7 8% | 17 8% | 10 10% | 9 8% | 2 3% | 8 8% | 16 5% | 6 11% | 21 6% | 8 14% |
| Form a strike force of state and local law enforcement to stop human trafficking and drug smuggling in Missouri. | 35 9% | 9 6% | 14 16% | 3 4% | 9 10% | - | 5 7% | 5 8% | 6 10% | 6 20% | 6 11% | 3 6% | 3 6% | 11 6% | 23 12% | 10 10% | 10 12% | 14 7% | 6 7% | 5 5% | 14 15% | 9 9% | 25 9% | 5 10% | 30 9% | 5 8% |
| Total don't know/none | 12 3% | 8 6% | - | 1 1% | 3 3% | 4 21% | 1 2% | 4 6% | 2 3% | - | 1 2% | - | 1 1% | 2 1% | 10 5% | 4 4% | 3 4% | 5 2% | 1 1% | 1 1% | 6 6% | 4 4% | 6 2% | 5 10% | 11 3% | 1 1% |
| None | 4 1% | 2 1% | - | - | 1 1% | - | - | 4 6% | - | - | - | - | - | 1 1% | 2 1% | 1 1% | 2 3% | - | 1 1% | - | 2 2% | - | - | 4 7% | 4 1% | - |
| Don't know | 9 2% | 6 4% | - | 1 1% | 2 2% | 4 21% | 1 2% | - | 2 3% | - | 1 2% | - | 1 1% | 1 1% | 8 4% | 2 2% | 1 1% | 5 2% | - | 1 1% | 3 4% | 4 4% | 6 2% | 2 3% | 8 2% | 1 1% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

16. Thinking now about actions the state of Missouri could take to address illegal immigration, please tell me which one of the following you would be most likely to support?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|--|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Send equipment and Missouri National Guard troops to help secure the border. | 30 8% | 14 11% | 11 7% | 5 4% | 12 6% | 13 11% | 25 7% | 2 5% | 12 7% | 7 8% | 8 8% | 1 4% | 9 7% | 21 8% | 26 8% | 3 6% | 9 7% | - | 21 9% | 17 7% | 2 3% | 11 14% | 17 9% | 1 2% | 13 7% | 20 7% |
| Establish a "detain and deport" policy allowing law enforcement to identify illegal immigrants and send them back to their country of origin | 216 54% | 68 52% | 83 52% | 65 59% | 133 59% | 53 44% | 186 54% | 24 53% | 84 51% | 48 59% | 54 56% | 12 46% | 72 57% | 144 53% | 206 59% | 10 20% | 73 55% | 21 52% | 121 53% | 141 55% | 34 54% | 41 50% | 96 50% | 17 45% | 103 60% | 151 55% |
| Prohibit illegal immigrants from obtaining drivers licenses, automobile plates or in-state tuition. | 45 11% | 17 13% | 13 8% | 14 13% | 30 14% | 14 12% | 45 13% | - | 22 13% | 7 9% | 9 10% | 3 13% | 12 9% | 33 12% | 37 11% | 6 13% | 13 10% | 3 8% | 29 13% | 30 12% | 7 12% | 8 9% | 22 12% | 3 9% | 19 11% | 30 11% |
| Make it more difficult for illegal immigrants to get jobs by requiring employers to verify legal status before hiring. | 34 8% | 13 10% | 12 8% | 9 8% | 16 7% | 9 8% | 26 7% | 8 18% | 17 10% | 6 7% | 6 6% | 5 18% | 15 12% | 19 7% | 27 8% | 5 11% | 11 8% | 2 5% | 21 9% | 23 9% | 4 6% | 7 9% | 18 10% | 4 11% | 11 7% | 21 8% |
| Prohibit sanctuary cities. | 29 7% | 7 5% | 17 11% | 6 5% | 11 5% | 13 11% | 24 7% | 5 12% | 14 8% | 3 4% | 10 10% | 2 8% | 9 7% | 20 7% | 23 7% | 6 12% | 14 10% | 3 8% | 12 5% | 21 8% | 2 4% | 5 7% | 16 8% | 2 7% | 11 6% | 19 7% |
| Form a strike force of state and local law enforcement to stop human trafficking and drug smuggling in Missouri. | 35 9% | 9 7% | 19 12% | 7 6% | 18 8% | 12 10% | 30 9% | 2 5% | 15 9% | 7 9% | 9 9% | - | 9 7% | 26 9% | 24 7% | 11 22% | 10 8% | 6 15% | 18 8% | 20 8% | 11 17% | 4 5% | 14 7% | 6 15% | 15 9% | 24 9% |
| Total don't know/none | 12 3% | 3 2% | 3 2% | 6 6% | 3 1% | 6 5% | 9 3% | 3 7% | 3 2% | 4 5% | 1 1% | 3 10% | 1 1% | 11 4% | 4 1% | 8 17% | 3 2% | 5 13% | 4 2% | 4 2% | 3 5% | 5 6% | 8 4% | 4 10% | 1 * | 9 3% |
| None | 4 1% | - | - | 4 3% | 1 1% | - | 1 * | 2 5% | - | - | - | 1 5% | 1 1% | 2 1% | - | 4 7% | - | 4 9% | - | - | 2 4% | 1 2% | 1 1% | 2 6% | - | 4 1% |
| Don't know | 9 2% | 3 2% | 3 2% | 3 2% | 2 1% | 6 5% | 8 2% | 1 2% | 3 2% | 4 5% | 1 1% | 1 5% | - | 9 3% | 4 1% | 5 10% | 3 2% | 2 4% | 4 2% | 4 2% | 1 1% | 3 4% | 6 3% | 2 4% | 1 * | 6 2% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

16. Thinking now about actions the state of Missouri could take to address illegal immigration, please tell me which one of the following you would be most likely to support?

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|--|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Send equipment and Missouri National Guard troops to help secure the border. | 30 8% | 4 7% | 8 9% | 4 5% | 14 8% | 19 9% | 5 13% | 1 2% | 6 6% | 8 6% | 4 11% | 1 2% | 5 6% | 15 9% | 6 8% | 5 8% | 10 8% | 5 15% | 15 6% | 6 6% | 11 9% | 17 8% | 5 5% | 8 9% | |
| Establish a "detain and deport" policy allowing law enforcement to identify illegal immigrants and send them back to their country of origin | 216 54% | 30 55% | 44 49% | 43 53% | 97 57% | 124 58% | 11 29% | 28 57% | 53 53% | 76 59% | 11 33% | 25 55% | 46 54% | 94 58% | 39 52% | 27 48% | 66 51% | 19 59% | 131 55% | 44 48% | 68 52% | 111 50% | 55 59% | 49 58% | |
| Prohibit illegal immigrants from obtaining drivers licenses, automobile plates or in-state tuition. | 45 11% | 8 15% | 9 10% | 14 17% | 14 8% | 27 13% | 5 13% | 7 14% | 6 6% | 18 14% | 4 11% | 7 15% | 6 7% | 20 13% | 8 11% | 8 14% | 16 12% | 3 8% | 26 11% | 11 12% | 15 11% | 26 12% | 8 9% | 11 13% | |
| Make it more difficult for illegal immigrants to get jobs by requiring employers to verify legal status before hiring. | 34 8% | 3 5% | 15 16% | 3 4% | 13 8% | 9 4% | 9 24% | 1 2% | 15 15% | 6 4% | 9 27% | 1 2% | 12 14% | 6 4% | 5 6% | 4 7% | 9 7% | 1 3% | 25 10% | 9 10% | 11 8% | 20 9% | 7 8% | 6 7% | |
| Prohibit sanctuary cities. | 29 7% | 4 7% | 5 5% | 7 8% | 12 7% | 17 8% | 2 5% | 6 12% | 4 4% | 11 8% | 1 3% | 6 12% | 3 4% | 13 8% | 5 7% | 7 12% | 12 9% | 3 11% | 13 6% | 5 5% | 9 7% | 14 6% | 11 12% | 4 5% | |
| Form a strike force of state and local law enforcement to stop human trafficking and drug smuggling in Missouri. | 35 9% | 5 10% | 9 10% | 9 11% | 12 7% | 17 8% | 6 15% | 5 10% | 7 7% | 10 8% | 5 14% | 5 10% | 5 6% | 12 7% | 7 9% | 5 8% | 11 9% | 1 3% | 22 9% | 11 13% | 16 12% | 28 12% | 5 6% | 2 2% | |
| Total don't know/none | 12 3% | 1 1% | - | 2 2% | 9 5% | 2 1% | - | 2 4% | 8 9% | - | - | 2 4% | 8 10% | 1 1% | 5 7% | 1 2% | 6 5% | 1 3% | 5 2% | 4 5% | 1 1% | 5 2% | 2 2% | 5 6% | |
| None | 4 1% | - | - | 1 2% | 2 1% | - | - | 1 3% | 2 2% | - | - | 1 3% | 2 3% | - | 4 5% | - | 4 3% | - | - | 4 4% | - | 4 2% | - | - | |
| Don't know | 9 2% | 1 1% | - | 1 1% | 7 4% | 2 1% | - | 1 1% | 6 6% | - | - | 1 1% | 6 7% | 1 1% | 1 2% | 1 2% | 2 2% | 1 3% | 5 2% | 1 1% | 1 1% | 2 1% | 2 2% | 5 6% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

16. Thinking now about actions the state of Missouri could take to address illegal immigration, please tell me which one of the following you would be most likely to support?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|--|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Send equipment and Missouri National Guard troops to help secure the border. | 30 8% | 3 4% | 9 10% | 13 7% | 3 7% | 14 8% | 1 11% | 14 6% | 15 11% | 16 6% | 8 7% |
| Establish a "detain and deport" policy allowing law enforcement to identify illegal immigrants and send them back to their country of origin | 216 54% | 43 56% | 45 47% | 88 51% | 22 51% | 106 58% | 7 54% | 152 61% | 57 44% | 155 60% | 51 45% |
| Prohibit illegal immigrants from obtaining drivers licenses, automobile plates or in-state tuition. | 45 11% | 9 12% | 15 16% | 24 14% | 4 9% | 17 9% | 1 8% | 25 10% | 18 14% | 28 11% | 14 12% |
| Make it more difficult for illegal immigrants to get jobs by requiring employers to verify legal status before hiring. | 34 8% | 4 6% | 12 12% | 16 9% | 4 10% | 13 7% | 1 10% | 23 9% | 10 8% | 17 7% | 16 14% |
| Prohibit sanctuary cities. | 29 7% | 9 11% | 3 3% | 11 7% | 6 15% | 11 6% | - | 14 6% | 15 12% | 19 7% | 9 8% |
| Form a strike force of state and local law enforcement to stop human trafficking and drug smuggling in Missouri. | 35 9% | 5 7% | 9 9% | 14 8% | 2 5% | 19 10% | - | 18 7% | 14 10% | 21 8% | 11 10% |
| Total don't know/none | 12 3% | 3 4% | 4 4% | 7 4% | 2 4% | 3 2% | 2 17% | 3 1% | 2 1% | 3 1% | 4 4% |
| None | 4 1% | 2 3% | 1 1% | 4 2% | - | - | 1 10% | - | - | - | 1 1% |
| Don't know | 9 2% | 1 1% | 2 3% | 3 2% | 2 4% | 3 2% | 1 7% | 3 1% | 2 1% | 3 1% | 3 3% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

17. Would you say the amount you pay in state taxes is,

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-------------|-------------|-------------|---------------------|-----------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------------|-------------|-------------------|-------------|-------------------------------|----------------------|--------------|----------------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Reps | tot. Reps | Ind/ dont know |
| Too high | 259 65% | 95 63% | 57 64% | 43 63% | 64 70% | 10 54% | 49 76% | 35 54% | 41 72% | 20 64% | 36 61% | 35 68% | 35 62% | 139 70% | 120 60% | 76 76% | 62 74% | 121 56% | 80 86% | 60 56% | 59 65% | 61 56% | 188 64% | 36 69% | 224 65% | 35 64% |
| About right | 113 28% | 45 30% | 28 31% | 18 26% | 22 25% | 7 37% | 11 18% | 25 39% | 9 16% | 8 27% | 21 36% | 12 24% | 19 34% | 54 27% | 59 30% | 19 20% | 18 22% | 76 35% | 12 13% | 42 39% | 26 28% | 33 31% | 86 30% | 12 24% | 99 29% | 15 26% |
| Too low | 3 1% | 2 1% | 1 1% | - | - | - | - | 2 3% | - | - | 1 2% | - | - | - | 3 2% | - | 2 3% | 1 1% | - | - | 2 2% | 1 1% | - | 2 4% | 2 1% | 1 2% |
| Don't know | 24 6% | 9 6% | 3 3% | 7 11% | 4 5% | 2 9% | 4 6% | 2 3% | 6 11% | 3 9% | 1 2% | 4 7% | 3 4% | 6 3% | 18 9% | 4 4% | 1 1% | 19 9% | 1 1% | 6 5% | 4 5% | 13 12% | 18 6% | 2 3% | 20 6% | 4 8% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

17. Would you say the amount you pay in state taxes is,

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Too high | 259 65% | 93 72% | 100 63% | 67 60% | 151 67% | 75 63% | 226 66% | 30 68% | 98 59% | 62 76% | 63 65% | 18 69% | 75 59% | 185 68% | 233 67% | 23 47% | 99 75% | 18 45% | 142 62% | 160 62% | 43 68% | 56 70% | 111 59% | 27 72% | 121 70% | 177 65% |
| About right | 113 28% | 27 21% | 53 33% | 34 30% | 59 26% | 38 32% | 97 28% | 11 24% | 55 33% | 13 16% | 31 32% | 8 31% | 47 37% | 66 24% | 90 26% | 23 48% | 30 22% | 19 47% | 64 28% | 78 30% | 17 27% | 19 23% | 65 34% | 8 20% | 40 23% | 80 29% |
| Too low | 3 1% | 1 1% | - | 2 2% | 1 1% | - | 1 * | 2 5% | 1 1% | - | - | - | - | 3 1% | 1 * | 2 5% | - | 2 5% | 1 1% | 1 * | 2 4% | - | - | 2 6% | 1 1% | 2 1% |
| Don't know | 24 6% | 9 7% | 6 4% | 9 8% | 13 6% | 7 5% | 19 6% | 2 4% | 12 7% | 6 8% | 3 3% | - | 5 4% | 19 7% | 24 7% | - | 4 3% | 1 2% | 20 9% | 17 7% | 1 2% | 6 7% | 13 7% | 1 2% | 10 6% | 15 6% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

17. Would you say the amount you pay in state taxes is,

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Too high | 259 65% | 44 81% | 60 67% | 40 49% | 113 66% | 160 74% | 23 60% | 17 36% | 59 60% | 87 68% | 22 64% | 16 35% | 51 60% | 116 72% | 48 64% | 37 66% | 85 65% | 16 49% | 159 67% | 48 53% | 83 63% | 131 59% | 68 73% | 60 70% | |
| About right | 113 28% | 9 17% | 23 26% | 39 47% | 42 25% | 43 20% | 10 27% | 30 62% | 30 30% | 33 25% | 9 27% | 29 63% | 26 31% | 34 21% | 24 32% | 16 29% | 40 30% | 12 37% | 62 26% | 39 43% | 38 29% | 78 35% | 19 21% | 16 19% | |
| Too low | 3 1% | - | 1 1% | - | 2 1% | 1 1% | - | - | 2 2% | 1 1% | - | - | 2 3% | 1 1% | 2 3% | - | 2 2% | - | 1 *% | 2 2% | 1 1% | 3 2% | - | - | |
| Don't know | 24 6% | 1 1% | 5 6% | 3 4% | 14 8% | 11 5% | 5 13% | 1 2% | 7 7% | 7 6% | 3 8% | 1 2% | 5 6% | 10 6% | 1 1% | 3 5% | 4 3% | 5 14% | 16 7% | 1 1% | 8 6% | 9 4% | 6 6% | 9 10% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

17. Would you say the amount you pay in state taxes is,

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Too high | 259 65% | 43 56% | 57 59% | 99 57% | 34 79% | 126 68% | 6 45% | 166 67% | 86 66% | 259 100% | - |
| About right | 113 28% | 29 38% | 34 36% | 64 37% | 7 17% | 42 23% | 6 49% | 72 29% | 31 24% | - | 113 100% |
| Too low | 3 1% | 2 3% | 1 1% | 3 2% | - | - | - | 1 *% | - | - | - |
| Don't know | 24 6% | 3 3% | 4 4% | 7 4% | 2 4% | 16 8% | 1 7% | 9 3% | 13 10% | - | - |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

18. Which one of the following state taxes would you most like to see the state government repeal?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|------------------------|-------------|-------------|---------------|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------------------------|----------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Personal income tax | 49 12% | 19 12% | 9 10% | 10 15% | 11 12% | - | 11 17% | 10 15% | 9 17% | 2 7% | 5 9% | 8 15% | 4 7% | 28 14% | 21 10% | 14 14% | 9 11% | 25 12% | 16 18% | 12 11% | 8 8% | 13 12% | 36 12% | 6 12% | 42 12% | 7 13% |
| Personal property tax | 190 48% | 77 51% | 41 46% | 30 43% | 43 47% | 14 73% | 35 54% | 29 45% | 22 40% | 13 43% | 27 46% | 23 46% | 27 48% | 102 51% | 88 44% | 51 51% | 37 45% | 101 47% | 46 50% | 56 52% | 43 47% | 46 42% | 143 49% | 25 47% | 167 49% | 23 41% |
| Sales tax | 26 7% | 8 6% | 5 6% | 3 4% | 10 11% | - | 2 3% | 7 10% | 4 7% | 4 14% | 5 9% | 2 4% | 3 5% | 8 4% | 18 9% | 4 4% | 5 6% | 17 8% | 2 2% | 6 6% | 7 8% | 11 10% | 20 7% | 2 4% | 22 6% | 4 7% |
| Repeal all | 89 22% | 31 20% | 24 27% | 19 27% | 16 17% | 4 19% | 12 19% | 6 10% | 19 34% | 6 21% | 15 25% | 11 21% | 16 29% | 43 22% | 46 23% | 20 20% | 22 26% | 47 22% | 19 21% | 24 22% | 22 24% | 23 22% | 65 22% | 10 19% | 75 22% | 14 26% |
| Repeal none | 23 6% | 5 3% | 6 7% | 4 6% | 8 9% | - | - | 9 13% | 1 1% | 5 16% | 1 2% | 5 9% | 3 5% | 12 6% | 11 5% | 6 6% | 6 7% | 11 5% | 5 5% | 7 7% | 7 8% | 4 3% | 14 5% | 6 12% | 20 6% | 2 4% |
| Total don't know/other | 23 6% | 11 8% | 5 5% | 3 4% | 4 4% | 2 9% | 4 7% | 4 7% | 1 2% | - | 5 8% | 3 6% | 3 6% | 6 3% | 17 9% | 4 4% | 4 5% | 14 7% | 4 4% | 2 2% | 5 5% | 12 11% | 15 5% | 3 5% | 18 5% | 5 9% |
| Other | 0 *% | - | - | 0 1% | - | - | - | - | - | - | - | - | 0 1% | - | 0 *% | - | - | 0 *% | - | - | - | 0 *% | 0 *% | - | 0 *% | - |
| Don't know | 22 6% | 11 8% | 5 5% | 2 4% | 4 4% | 2 9% | 4 7% | 4 7% | 1 2% | - | 5 8% | 3 6% | 3 5% | 6 3% | 17 8% | 4 4% | 4 5% | 14 6% | 4 4% | 2 2% | 5 5% | 12 11% | 14 5% | 3 5% | 17 5% | 5 9% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

18. Which one of the following state taxes would you most like to see the state government repeal?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Personal income tax | 49 12% | 13 10% | 26 16% | 11 10% | 31 14% | 12 10% | 43 13% | 6 13% | 24 14% | 11 13% | 12 12% | 1 4% | 16 12% | 33 12% | 43 12% | 6 12% | 10 8% | 7 17% | 32 14% | 35 14% | 4 6% | 10 13% | 25 13% | 3 9% | 21 12% | 29 11% |
| Personal property tax | 190 48% | 69 53% | 61 39% | 60 54% | 115 51% | 54 45% | 169 49% | 19 41% | 83 50% | 34 42% | 52 53% | 11 42% | 55 43% | 135 49% | 168 48% | 21 44% | 85 64% | 12 30% | 93 41% | 121 47% | 32 52% | 37 46% | 85 45% | 21 56% | 84 49% | 142 51% |
| Sales tax | 26 7% | 4 3% | 14 9% | 8 7% | 14 6% | 11 9% | 25 7% | 2 4% | 12 7% | 6 7% | 3 3% | 2 7% | 9 7% | 18 6% | 25 7% | 2 4% | 7 6% | 1 3% | 18 8% | 22 9% | 1 1% | 4 5% | 18 9% | 1 2% | 8 5% | 14 5% |
| Repeal all | 89 22% | 33 26% | 37 23% | 19 17% | 48 22% | 23 19% | 71 21% | 13 28% | 26 16% | 23 28% | 20 21% | 11 41% | 35 28% | 54 20% | 81 23% | 5 11% | 23 18% | 5 13% | 60 26% | 51 20% | 14 22% | 24 30% | 38 20% | 4 12% | 47 27% | 55 20% |
| Repeal none | 23 6% | 4 3% | 11 7% | 8 7% | 7 3% | 12 10% | 19 5% | 4 10% | 7 4% | 2 3% | 8 8% | 1 5% | 6 5% | 16 6% | 12 3% | 11 22% | 1 1% | 12 31% | 10 4% | 11 4% | 8 13% | 3 4% | 12 6% | 7 20% | 3 2% | 18 6% |
| Total don't know/other | 23 6% | 7 5% | 9 6% | 7 6% | 8 4% | 9 8% | 18 5% | 2 4% | 13 8% | 6 8% | 3 3% | - | 6 5% | 17 6% | 20 6% | 3 7% | 6 4% | 3 6% | 14 6% | 18 7% | 3 5% | 2 3% | 13 7% | 1 2% | 9 5% | 17 6% |
| Other | 0 *% | - | 0 *% | - | 0 *% | - | 0 *% | - | 0 *% | - | - | - | 0 *% | - | 0 *% | - | - | - | 0 *% | 0 *% | - | - | - | - | 0 *% | 0 *% |
| Don't know | 22 6% | 7 5% | 9 6% | 7 6% | 8 3% | 9 8% | 17 5% | 2 4% | 13 8% | 6 8% | 3 3% | - | 5 4% | 17 6% | 19 5% | 3 7% | 6 4% | 3 6% | 14 6% | 17 7% | 3 5% | 2 3% | 13 7% | 1 2% | 9 5% | 16 6% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

18. Which one of the following state taxes would you most like to see the state government repeal?

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|------------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Personal income tax | 49 12% | 6 11% | 16 18% | 11 13% | 15 9% | 20 9% | 9 24% | 8 16% | 12 12% | 10 8% | 9 27% | 8 17% | 9 11% | 15 9% | 8 10% | 5 10% | 13 10% | 7 21% | 30 12% | 19 21% | 15 11% | 34 15% | 6 7% | 9 10% | |
| Personal property tax | 190 48% | 40 73% | 39 44% | 41 50% | 70 41% | 129 60% | 13 34% | 17 36% | 31 32% | 83 64% | 10 29% | 17 38% | 23 27% | 90 56% | 44 59% | 38 68% | 82 63% | 8 27% | 99 42% | 32 36% | 70 53% | 102 46% | 49 53% | 39 46% | |
| Sales tax | 26 7% | 1 2% | 8 9% | 6 8% | 11 6% | 10 5% | 4 11% | 6 13% | 6 6% | 6 5% | 4 13% | 5 11% | 6 7% | 9 6% | 1 2% | 2 4% | 3 3% | 3 11% | 20 8% | 9 10% | 8 6% | 17 8% | 3 3% | 6 8% | |
| Repeal all | 89 22% | 8 14% | 17 19% | 9 11% | 54 31% | 47 22% | 7 17% | 5 10% | 30 31% | 22 17% | 7 19% | 4 8% | 29 35% | 39 24% | 8 10% | 8 14% | 15 12% | 11 35% | 62 26% | 10 11% | 26 20% | 36 16% | 29 31% | 24 28% | |
| Repeal none | 23 6% | - | 3 3% | 10 12% | 9 6% | 3 1% | 3 7% | 9 18% | 9 9% | 3 2% | 2 5% | 9 19% | 9 10% | 3 2% | 11 15% | 2 3% | 12 10% | 2 6% | 8 4% | 10 11% | 10 8% | 20 9% | 2 2% | 1 1% | |
| Total don't know/other | 23 6% | - | 6 7% | 5 6% | 12 7% | 6 3% | 2 6% | 3 7% | 11 11% | 5 4% | 2 7% | 3 7% | 9 10% | 6 4% | 3 5% | 1 2% | 4 3% | - | 18 8% | 10 11% | 3 2% | 13 6% | 4 5% | 6 7% | |
| other | 0 *% | - | - | - | 0 *% | 0 *% | - | - | - | - | - | - | - | 0 *% | - | - | - | - | 0 *% | - | - | - | - | 0 1% | |
| Don't know | 22 6% | - | 6 7% | 5 6% | 12 7% | 6 3% | 2 6% | 3 7% | 11 11% | 5 4% | 2 7% | 3 7% | 9 10% | 6 4% | 3 5% | 1 2% | 4 3% | - | 18 8% | 10 11% | 3 2% | 13 6% | 4 5% | 6 6% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

18. Which one of the following state taxes would you most like to see the state government repeal?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|------------------------|---|--------------|--------------|--------------|--------------|--------------|--|----------------------|-----------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. take jobs | ill. brdn svcs | ill. imp. drugs | too high | abt. right |
| Personal income tax | 49 12% | 13 17% | 13 14% | 26 15% | 4 9% | 19 10% | 1 8% | 34 14% | 14 11% | 35 14% | 11 10% |
| Personal property tax | 190 48% | 31 41% | 50 51% | 81 47% | 26 59% | 84 46% | 7 57% | 126 51% | 57 44% | 131 51% | 50 44% |
| Sales tax | 26 7% | 9 11% | 5 5% | 13 8% | 2 6% | 11 6% | - | 12 5% | 14 11% | 12 5% | 10 9% |
| Repeal all | 89 22% | 10 13% | 16 17% | 26 15% | 8 19% | 54 30% | 2 15% | 51 21% | 34 26% | 72 28% | 12 10% |
| Repeal none | 23 6% | 11 15% | 8 8% | 20 11% | 1 3% | 2 1% | 3 20% | 12 5% | 2 2% | 3 1% | 17 15% |
| Total don't know/other | 23 6% | 3 4% | 4 5% | 7 4% | 2 5% | 14 7% | - | 13 5% | 8 6% | 6 2% | 14 12% |
| Other | 0 *% | - | - | - | - | 0 *% | - | - | 0 *% | - | 0 *% |
| Don't know | 22 6% | 3 4% | 4 5% | 7 4% | 2 5% | 13 7% | - | 13 5% | 8 6% | 6 2% | 13 12% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

19. More/less likely to vote for Eigel: Bill Eigel will protect Missouri jobs & Missouri land. Eigel is the only candidate with a plan to prohibit foreign ownership of land within 500 miles of a Missouri military base & take back the thousands of acres that have already been sold to companies in foreign countries like China. Eigel says Missouri land should be owned by Missourians, not Communists who want to take our farms & take our jobs

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|----------------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|---------------------|-------------|---------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more Reps than Dems | tot. Reps | Ind/dont know |
| Much more likely | 272 68% | 101 66% | 66 74% | 44 65% | 61 68% | 12 65% | 43 68% | 44 68% | 39 69% | 23 74% | 37 63% | 33 65% | 41 73% | 138 69% | 134 67% | 71 71% | 51 61% | 150 69% | 62 67% | 76 71% | 61 66% | 74 68% | 209 71% | 25 47% | 233 68% | 39 70% |
| Somewhat more likely | 83 21% | 34 23% | 16 18% | 17 25% | 15 17% | 7 35% | 14 22% | 11 17% | 14 24% | 6 20% | 15 26% | 10 20% | 6 10% | 44 22% | 39 20% | 15 15% | 20 24% | 48 22% | 19 20% | 25 23% | 16 17% | 23 21% | 54 18% | 18 35% | 72 21% | 11 20% |
| Total more likely | 355 89% | 135 89% | 82 92% | 62 90% | 76 84% | 19 100% | 58 90% | 54 85% | 52 94% | 29 94% | 52 88% | 44 85% | 47 83% | 181 91% | 173 87% | 86 86% | 71 85% | 198 92% | 80 87% | 101 94% | 76 84% | 97 89% | 262 90% | 43 82% | 305 89% | 50 90% |
| Total less likely | 17 4% | 4 3% | 2 2% | 3 4% | 8 9% | - | - | 6 10% | 1 1% | 1 3% | 1 2% | 4 9% | 4 7% | 9 4% | 9 4% | 7 7% | 3 4% | 7 3% | 6 6% | 3 2% | 5 5% | 4 4% | 12 4% | 4 8% | 16 5% | 1 2% |
| Somewhat less likely | 7 2% | 2 1% | 1 1% | 1 1% | 3 3% | - | - | 1 8% | 1 1% | 1 3% | - | 3 5% | 1 2% | 5 2% | 2 1% | 2 2% | 1 1% | 3 1% | 3 3% | 2 2% | 1 1% | 1 1% | 7 2% | - | 7 2% | - |
| Much less likely | 11 3% | 2 1% | 1 1% | 2 3% | 6 6% | - | - | 5 8% | - | - | 1 2% | 2 4% | 2 4% | 4 2% | 7 3% | 5 5% | 2 3% | 3 2% | 3 4% | 1 1% | 4 4% | 3 2% | 5 2% | 4 8% | 10 3% | 1 2% |
| No impact | 28 7% | 12 8% | 5 6% | 4 6% | 6 7% | - | 6 10% | 3 5% | 3 5% | 1 3% | 6 10% | 3 6% | 5 10% | 10 5% | 18 9% | 7 7% | 10 11% | 12 5% | 6 7% | 4 4% | 10 11% | 8 7% | 18 6% | 5 10% | 23 7% | 5 9% |
| Net more likely | 337 84% | 130 86% | 80 90% | 59 86% | 68 75% | 19 100% | 58 90% | 48 76% | 52 92% | 28 90% | 51 87% | 39 77% | 43 76% | 173 86% | 165 82% | 79 79% | 68 80% | 191 89% | 75 80% | 98 91% | 72 78% | 93 86% | 250 86% | 39 74% | 289 84% | 49 88% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

19. More/less likely to vote for Eigel: Bill Eigel will protect Missouri jobs & Missouri land. Eigel is the only candidate with a plan to prohibit foreign ownership of land within 500 miles of a Missouri military base & take back the thousands of acres that have already been sold to companies in foreign countries like China. Eigel says Missouri land should be owned by Missourians, not Communists who want to take our farms & take our jobs

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ ASHCR/ KEHOE |
|----------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|----------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Much more likely | 272 68% | 96 74% | 99 62% | 77 69% | 167 75% | 73 61% | 240 70% | 24 54% | 112 68% | 53 65% | 72 74% | 18 70% | 90 71% | 182 67% | 251 72% | 17 36% | 104 79% | 15 38% | 153 67% | 173 67% | 41 65% | 58 72% | 109 57% | 27 72% | 136 79% | 187 68% |
| Somewhat more likely | 83 21% | 25 19% | 38 24% | 20 18% | 36 16% | 27 23% | 63 18% | 17 38% | 35 21% | 19 24% | 20 20% | 6 22% | 24 19% | 59 22% | 68 20% | 15 30% | 23 18% | 7 18% | 52 23% | 60 23% | 10 17% | 12 15% | 57 30% | 4 12% | 22 13% | 53 19% |
| Total more likely | 355 89% | 122 94% | 137 86% | 97 87% | 203 90% | 100 83% | 303 88% | 41 91% | 147 89% | 72 88% | 92 94% | 24 91% | 113 89% | 241 88% | 319 92% | 32 66% | 127 96% | 23 56% | 205 90% | 233 91% | 51 82% | 70 87% | 166 87% | 31 84% | 158 91% | 240 87% |
| Total less likely | 17 4% | 3 2% | 6 4% | 8 7% | 10 4% | 5 4% | 15 4% | 2 5% | 8 5% | 2 3% | 3 3% | 1 5% | 4 3% | 13 5% | 10 3% | 7 15% | 1 1% | 10 26% | 6 3% | 10 4% | 4 6% | 3 4% | 11 6% | 3 9% | 3 2% | 12 4% |
| Somewhat less likely | 7 2% | 1 1% | 4 3% | 1 1% | 4 2% | 2 2% | 7 2% | - | 2 1% | 1 2% | 3 3% | - | - | 7 2% | 5 1% | 2 4% | 1 1% | 2 6% | 3 1% | 5 2% | - | 1 2% | 3 2% | - | 3 2% | 4 2% |
| Much less likely | 11 3% | 2 1% | 2 1% | 7 6% | 6 3% | 3 2% | 8 2% | 2 5% | 6 4% | 1 1% | - | 1 5% | 4 3% | 6 2% | 5 2% | 5 11% | - | 8 20% | 3 1% | 5 2% | 4 6% | 2 3% | 7 4% | 3 9% | - | 8 3% |
| No impact | 28 7% | 5 4% | 16 10% | 7 6% | 12 5% | 15 12% | 26 8% | 2 4% | 11 7% | 7 9% | 3 3% | 1 3% | 9 7% | 19 7% | 19 5% | 9 19% | 4 3% | 8 19% | 16 7% | 14 5% | 7 12% | 7 9% | 13 7% | 3 7% | 12 7% | 23 8% |
| Net more likely | 337 84% | 118 91% | 130 82% | 89 79% | 193 86% | 95 79% | 288 84% | 39 86% | 139 84% | 70 85% | 89 92% | 23 86% | 109 86% | 228 84% | 309 89% | 25 51% | 127 96% | 12 30% | 199 88% | 223 87% | 47 76% | 67 83% | 155 82% | 28 75% | 154 89% | 228 83% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

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| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|----------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Much more likely | 272 68% | 50 91% | 54 60% | 41 50% | 125 73% | 192 89% | 11 29% | 15 30% | 54 55% | 114 89% | 8 23% | 12 26% | 45 53% | 144 89% | 51 68% | 45 82% | 96 74% | 17 52% | 159 67% | 53 58% | 82 62% | 134 61% | 71 76% | 67 78% | |
| Somewhat more likely | 83 21% | 4 7% | 26 29% | 23 28% | 31 18% | 17 8% | 18 49% | 17 35% | 30 31% | 10 8% | 18 54% | 17 37% | 27 32% | 14 8% | 11 15% | 7 12% | 18 14% | 8 26% | 56 24% | 19 21% | 34 26% | 54 24% | 15 17% | 14 16% | |
| Total more likely | 355 89% | 53 97% | 80 89% | 64 78% | 155 91% | 210 97% | 29 77% | 31 65% | 85 86% | 123 96% | 26 77% | 29 63% | 71 85% | 157 97% | 63 83% | 52 94% | 115 88% | 25 78% | 215 91% | 72 80% | 116 89% | 188 85% | 86 93% | 81 94% | |
| Total less likely | 17 4% | 1 2% | 2 2% | 10 12% | 5 3% | 4 2% | 1 3% | 9 18% | 3 3% | 4 3% | 1 3% | 9 19% | 3 4% | 3 2% | 7 9% | 3 5% | 10 7% | 2 5% | 6 3% | 5 6% | 7 5% | 12 5% | 4 4% | 1 1% | |
| Somewhat less likely | 7 2% | 1 2% | - | 3 4% | 3 1% | 2 1% | - | 3 7% | 1 1% | 2 2% | - | 3 7% | 1 1% | 1 1% | 2 3% | 1 2% | 3 3% | 1 3% | 3 1% | - | 4 3% | 4 2% | 1 1% | 1 1% | |
| Much less likely | 11 3% | - | 2 2% | 6 8% | 2 1% | 2 1% | 1 3% | 5 11% | 2 2% | 2 2% | 1 3% | 5 12% | 2 3% | 2 1% | 4 6% | 2 3% | 6 5% | 1 2% | 4 2% | 5 6% | 3 2% | 8 4% | 3 3% | - | |
| No impact | 28 7% | 1 1% | 7 8% | 8 10% | 11 6% | 2 1% | 8 20% | 8 17% | 10 11% | 1 1% | 7 20% | 8 18% | 10 11% | 1 1% | 6 7% | 0 1% | 6 5% | 6 17% | 16 7% | 13 14% | 8 6% | 21 10% | 3 3% | 4 4% | |
| Net more likely | 337 84% | 52 95% | 78 87% | 54 66% | 151 88% | 205 95% | 28 74% | 23 47% | 81 83% | 119 93% | 25 74% | 20 44% | 68 80% | 154 95% | 56 74% | 50 90% | 105 81% | 23 73% | 209 88% | 67 74% | 109 83% | 176 79% | 82 88% | 79 93% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

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| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Much more likely | 272 68% | 44 57% | 56 58% | 100 58% | 30 70% | 142 77% | 10 80% | 169 68% | 92 71% | 191 74% | 66 58% |
| Somewhat more likely | 83 21% | 19 24% | 24 25% | 43 25% | 10 24% | 30 16% | - | 51 21% | 27 20% | 46 18% | 27 24% |
| Total more likely | 355 89% | 63 82% | 80 83% | 143 82% | 41 94% | 171 93% | 10 80% | 220 89% | 119 91% | 237 92% | 93 82% |
| Total less likely | 17 4% | 9 11% | 6 6% | 15 9% | - | 3 1% | 1 10% | 11 4% | 2 1% | 6 2% | 9 8% |
| Somewhat less likely | 7 2% | 1 2% | 3 3% | 4 2% | - | 3 1% | - | 5 2% | 1 1% | 3 1% | 3 3% |
| Much less likely | 11 3% | 7 10% | 3 3% | 11 6% | - | - | 1 10% | 6 2% | 1 1% | 3 1% | 6 5% |
| No impact | 28 7% | 5 7% | 10 11% | 16 9% | 3 6% | 10 5% | 1 10% | 17 7% | 10 7% | 16 6% | 11 10% |
| Net more likely | 337 84% | 54 70% | 74 77% | 128 74% | 41 94% | 169 92% | 9 70% | 209 84% | 117 90% | 231 89% | 84 74% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

20. More/less likely to vote for Eigel: Bill Eigel is the political establishment's worst nightmare. Eigel was the first candidate for Governor to endorse President Trump & was named the most Conservative state legislator in Missouri. He'll fight the status quo & take on the corrupt career politicians who have been standing in the way of bold conservative change

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|----------------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|---------------------|-------------|---------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more Reps than Dems | tot. Reps | Ind/dont know |
| Much more likely | 223 56% | 78 51% | 56 62% | 32 46% | 58 64% | 12 65% | 33 51% | 32 49% | 34 61% | 20 64% | 30 51% | 30 58% | 33 59% | 121 61% | 102 51% | 50 50% | 50 59% | 123 57% | 55 59% | 66 62% | 45 50% | 57 52% | 182 62% | 15 29% | 197 57% | 26 47% |
| Somewhat more likely | 92 23% | 40 26% | 17 19% | 18 27% | 18 19% | 3 15% | 19 30% | 16 25% | 14 24% | 4 14% | 14 24% | 12 23% | 11 19% | 44 22% | 48 24% | 25 25% | 15 17% | 52 24% | 22 24% | 22 20% | 18 20% | 30 28% | 54 18% | 18 35% | 72 21% | 20 36% |
| Total more likely | 315 79% | 118 78% | 73 81% | 50 73% | 75 83% | 15 80% | 52 81% | 48 74% | 48 85% | 24 77% | 45 75% | 41 81% | 44 78% | 165 82% | 151 75% | 76 76% | 64 77% | 175 81% | 77 83% | 88 82% | 63 69% | 87 80% | 236 81% | 34 64% | 269 78% | 46 83% |
| Total less likely | 36 9% | 12 8% | 10 11% | 8 11% | 6 7% | 1 6% | 2 3% | 9 14% | 4 8% | 4 13% | 4 7% | 4 8% | 7 13% | 14 7% | 22 11% | 8 8% | 7 8% | 21 10% | 5 5% | 10 9% | 10 11% | 12 11% | 22 7% | 11 21% | 33 9% | 3 6% |
| Somewhat less likely | 9 2% | 6 4% | - | 3 4% | 1 1% | 1 6% | - | 1 2% | 2 3% | - | 1 2% | 1 2% | 3 5% | 2 1% | 7 3% | 3 3% | - | 6 3% | 1 2% | 1 1% | 2 2% | 5 4% | 6 2% | 2 3% | 8 2% | 1 2% |
| Much less likely | 27 7% | 6 4% | 10 11% | 5 7% | 6 6% | - | 2 3% | 8 12% | 3 5% | 4 13% | 3 6% | 3 6% | 4 8% | 12 6% | 15 7% | 4 4% | 7 8% | 16 7% | 3 4% | 9 8% | 8 9% | 7 6% | 16 5% | 9 18% | 25 7% | 2 4% |
| No impact | 49 12% | 22 15% | 7 7% | 11 16% | 9 10% | 3 14% | 11 17% | 7 11% | 4 7% | 3 10% | 10 17% | 6 11% | 5 9% | 21 10% | 28 14% | 17 17% | 13 15% | 19 9% | 11 12% | 10 9% | 18 20% | 10 9% | 35 12% | 8 15% | 42 12% | 6 11% |
| Net more likely | 279 70% | 106 70% | 62 70% | 42 62% | 69 76% | 14 73% | 50 78% | 38 60% | 43 77% | 20 64% | 40 68% | 37 73% | 37 65% | 150 75% | 129 64% | 68 68% | 57 68% | 154 71% | 72 78% | 78 73% | 53 58% | 76 70% | 214 73% | 23 43% | 237 69% | 43 77% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

20. More/less likely to vote for Eigel: Bill Eigel is the political establishment's worst nightmare. Eigel was the first candidate for Governor to endorse President Trump & was named the most Conservative state legislator in Missouri. He'll fight the status quo & take on the corrupt career politicians who have been standing in the way of bold conservative change

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|----------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Much more likely | 223 56% | 79 61% | 77 48% | 68 61% | 153 68% | 57 48% | 210 61% | 11 24% | 99 60% | 32 39% | 61 63% | 17 65% | 68 54% | 155 57% | 217 62% | 5 10% | 97 73% | 9 23% | 118 52% | 147 57% | 38 61% | 39 48% | 98 51% | 22 58% | 104 60% | 154 56% |
| Somewhat more likely | 92 23% | 26 20% | 43 27% | 23 21% | 39 18% | 26 22% | 65 19% | 24 52% | 28 17% | 30 37% | 24 24% | 5 18% | 34 27% | 58 21% | 80 23% | 10 21% | 22 17% | 10 26% | 60 26% | 60 23% | 6 10% | 26 32% | 42 22% | 5 13% | 45 26% | 63 23% |
| Total more likely | 315 79% | 105 81% | 120 76% | 91 81% | 192 86% | 83 69% | 275 80% | 34 76% | 127 77% | 62 76% | 85 87% | 22 83% | 103 81% | 213 78% | 297 85% | 15 31% | 119 90% | 19 48% | 177 78% | 207 81% | 44 71% | 64 80% | 140 74% | 27 71% | 149 86% | 217 79% |
| Total less likely | 36 9% | 4 3% | 20 12% | 13 11% | 10 5% | 17 14% | 28 8% | 6 13% | 17 10% | 6 8% | 5 6% | 4 14% | 13 10% | 23 8% | 14 4% | 22 46% | 6 4% | 12 28% | 19 8% | 20 8% | 8 13% | 7 9% | 19 10% | 7 19% | 10 6% | 23 8% |
| Somewhat less likely | 9 2% | 2 2% | 5 3% | 2 2% | 4 2% | 5 4% | 9 3% | - | 4 2% | 1 1% | 1 1% | 1 5% | - | 9 3% | 2 1% | 7 14% | 2 2% | 1 2% | 6 3% | 8 3% | 1 2% | - | 6 3% | - | 3 2% | 7 2% |
| Much less likely | 27 7% | 2 1% | 15 9% | 11 9% | 6 3% | 13 11% | 19 5% | 6 13% | 13 8% | 5 7% | 4 4% | 2 9% | 13 10% | 14 5% | 12 3% | 15 32% | 3 3% | 11 27% | 13 6% | 13 5% | 7 11% | 7 9% | 12 6% | 7 19% | 8 4% | 16 6% |
| No impact | 49 12% | 21 16% | 19 12% | 8 7% | 22 10% | 19 16% | 41 12% | 5 11% | 22 13% | 13 17% | 8 8% | 1 3% | 11 9% | 38 14% | 38 11% | 11 23% | 8 6% | 9 23% | 31 14% | 30 12% | 10 16% | 9 11% | 31 17% | 4 10% | 14 8% | 35 13% |
| Net more likely | 279 70% | 101 78% | 100 63% | 78 70% | 182 81% | 66 55% | 248 72% | 28 63% | 111 67% | 55 68% | 79 81% | 18 69% | 89 70% | 190 70% | 283 81% | -7 -15% | 113 85% | 8 20% | 158 70% | 187 73% | 36 58% | 57 70% | 121 64% | 20 53% | 138 80% | 194 71% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

20. More/less likely to vote for Eigel: Bill Eigel is the political establishment's worst nightmare. Eigel was the first candidate for Governor to endorse President Trump & was named the most Conservative state legislator in Missouri. He'll fight the status quo & take on the corrupt career politicians who have been standing in the way of bold conservative change

| | | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|----------------------|-------------|---|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Much more likely | 223 56% | 41 75% | 49 55% | 34 42% | 96 56% | 172 80% | 9 23% | 9 19% | 33 33% | 100 78% | 7 20% | 7 14% | 27 32% | 131 81% | 47 62% | 36 66% | 83 64% | 14 44% | 126 53% | 45 49% | 69 53% | 114 52% | 64 69% | 45 53% |
| Somewhat more likely | 92 23% | 13 23% | 16 18% | 18 23% | 45 26% | 37 17% | 7 20% | 10 21% | 37 38% | 24 19% | 6 19% | 10 23% | 31 37% | 25 16% | 10 13% | 15 27% | 25 19% | 4 13% | 63 27% | 14 15% | 30 23% | 44 20% | 20 22% | 28 33% |
| Total more likely | 315 79% | 54 99% | 65 73% | 52 64% | 141 83% | 209 97% | 16 43% | 20 40% | 70 71% | 125 97% | 13 39% | 17 37% | 58 69% | 156 97% | 57 75% | 51 92% | 108 83% | 18 57% | 189 80% | 59 65% | 99 76% | 158 71% | 84 90% | 73 86% |
| Total less likely | 36 9% | - | 8 9% | 14 17% | 14 8% | 2 1% | 6 17% | 14 29% | 13 13% | 2 1% | 6 19% | 14 30% | 13 16% | 2 2% | 10 13% | 2 4% | 12 9% | 5 17% | 19 8% | 15 17% | 10 7% | 25 11% | 4 5% | 7 8% |
| Somewhat less likely | 9 2% | - | 4 4% | 3 4% | 2 1% | 1 * | 4 10% | 3 6% | 2 2% | - | 4 11% | 3 6% | 2 2% | 1 * | 1 2% | 1 2% | 2 2% | 2 5% | 5 2% | 4 4% | 3 2% | 7 3% | - | 2 3% |
| Much less likely | 27 7% | - | 4 5% | 11 13% | 11 7% | 2 1% | 3 7% | 11 23% | 11 12% | 2 1% | 3 8% | 11 24% | 11 14% | 2 1% | 8 11% | 2 7% | 10 7% | 4 12% | 14 6% | 11 12% | 7 5% | 18 8% | 4 5% | 4 5% |
| No impact | 49 12% | 1 1% | 16 18% | 15 19% | 16 9% | 4 2% | 15 40% | 15 31% | 15 15% | 2 1% | 14 42% | 15 33% | 13 16% | 3 2% | 9 12% | 2 4% | 11 8% | 9 27% | 29 12% | 17 18% | 22 17% | 39 17% | 4 5% | 6 7% |
| Net more likely | 279 70% | 54 99% | 57 64% | 38 47% | 127 74% | 207 96% | 10 26% | 6 12% | 57 58% | 123 96% | 7 20% | 3 7% | 45 53% | 154 95% | 47 63% | 49 89% | 96 74% | 13 40% | 171 72% | 43 48% | 90 68% | 133 60% | 80 86% | 67 78% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

20. More/less likely to vote for Eigel: Bill Eigel is the political establishment's worst nightmare. Eigel was the first candidate for Governor to endorse President Trump & was named the most Conservative state legislator in Missouri. He'll fight the status quo & take on the corrupt career politicians who have been standing in the way of bold conservative change

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Much more likely | 223 56% | 29 38% | 55 57% | 84 48% | 33 77% | 106 58% | 9 72% | 138 56% | 74 57% | 157 61% | 50 44% |
| Somewhat more likely | 92 23% | 20 26% | 19 20% | 39 23% | 3 8% | 50 27% | 1 8% | 62 25% | 29 22% | 69 27% | 19 17% |
| Total more likely | 315 79% | 49 64% | 74 76% | 123 71% | 37 85% | 156 85% | 10 80% | 201 81% | 103 79% | 226 87% | 69 61% |
| Total less likely | 36 9% | 17 22% | 8 8% | 25 14% | 2 5% | 9 5% | 1 10% | 20 8% | 9 7% | 13 5% | 21 18% |
| Somewhat less likely | 9 2% | 4 6% | 2 2% | 6 4% | - | 3 1% | - | 8 3% | 1 1% | 4 2% | 5 4% |
| Much less likely | 27 7% | 13 17% | 6 6% | 18 11% | 2 5% | 6 3% | 1 10% | 13 5% | 8 6% | 9 3% | 16 14% |
| No impact | 49 12% | 11 14% | 15 16% | 26 15% | 4 10% | 19 10% | 1 10% | 27 11% | 18 14% | 20 8% | 23 21% |
| Net more likely | 279 70% | 32 42% | 66 69% | 98 57% | 34 80% | 147 80% | 9 70% | 180 73% | 95 73% | 213 82% | 49 43% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

21. More/less likely to vote for Eigel: Bill Eigel believes boys shouldn't play on girls' sports teams & that men shouldn't be getting dressed in women's locker rooms. Period. No exceptions. And as Governor, Eigel will prohibit all gender change surgeries on minors

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|----------------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|---------------------|-------------|---------------|
| | TOTAL | Saint Louis | Kansas City | Springfield | elsewhere | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mostly Reps | more Reps than Dems | total Reps | Ind/dont know |
| Much more likely | 323 81% | 121 80% | 74 83% | 53 78% | 74 82% | 15 78% | 51 80% | 51 79% | 46 82% | 23 74% | 51 87% | 41 81% | 45 80% | 164 82% | 159 79% | 80 80% | 65 78% | 178 82% | 75 81% | 89 83% | 70 77% | 89 82% | 238 82% | 37 71% | 276 80% | 47 84% |
| Somewhat more likely | 47 12% | 15 10% | 10 11% | 12 18% | 9 10% | 3 13% | 7 11% | 7 11% | 10 17% | 4 13% | 5 8% | 8 15% | 4 8% | 24 12% | 23 11% | 10 10% | 8 10% | 28 13% | 11 11% | 14 13% | 8 9% | 14 13% | 33 11% | 9 18% | 42 12% | 5 9% |
| Total more likely | 370 92% | 137 90% | 84 94% | 66 96% | 84 93% | 17 91% | 58 91% | 57 90% | 56 99% | 27 87% | 56 95% | 49 96% | 49 88% | 188 94% | 181 91% | 90 91% | 73 87% | 206 95% | 86 92% | 103 96% | 78 86% | 103 95% | 271 93% | 47 89% | 318 92% | 52 93% |
| Total less likely | 10 3% | 2 1% | 5 5% | 1 2% | 3 3% | - | - | 3 5% | 0 1% | 3 10% | 1 2% | 1 2% | 1 3% | 3 1% | 8 4% | 1 1% | 4 5% | 5 2% | 1 1% | 2 2% | 5 5% | 3 3% | 7 2% | 3 6% | 10 3% | - |
| Somewhat less likely | 3 1% | - | 3 4% | - | - | - | - | - | - | 3 10% | - | - | - | 1 1% | 2 1% | - | 2 3% | 1 1% | - | 1 1% | 2 2% | - | 3 1% | - | 3 1% | - |
| Much less likely | 7 2% | 2 1% | 1 2% | 1 2% | 3 3% | - | - | 3 5% | 0 1% | - | 1 2% | 1 2% | 1 3% | 2 1% | 6 3% | 1 1% | 2 3% | 4 2% | 1 1% | 1 1% | 3 3% | 3 3% | 4 1% | 3 6% | 7 2% | - |
| No impact | 20 5% | 13 8% | 1 1% | 2 3% | 4 5% | 2 9% | 6 9% | 3 5% | - | 1 3% | 2 4% | 1 2% | 5 9% | 9 4% | 11 5% | 8 8% | 6 8% | 5 2% | 6 7% | 3 3% | 8 9% | 2 2% | 14 5% | 2 5% | 16 5% | 4 7% |
| Net more likely | 359 90% | 135 89% | 79 89% | 64 94% | 81 90% | 17 91% | 58 91% | 54 85% | 55 98% | 24 76% | 55 93% | 48 94% | 48 85% | 185 93% | 174 87% | 89 89% | 69 82% | 201 93% | 85 91% | 101 94% | 73 80% | 100 92% | 264 90% | 43 83% | 307 89% | 52 93% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

21. More/less likely to vote for Eigel: Bill Eigel believes boys shouldn't play on girls' sports teams & that men shouldn't be getting dressed in women's locker rooms. Period. No exceptions. And as Governor, Eigel will prohibit all gender change surgeries on minors

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|----------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Much more likely | 323 81% | 103 79% | 133 84% | 87 78% | 187 84% | 94 79% | 281 82% | 33 74% | 138 83% | 63 77% | 84 86% | 20 76% | 107 84% | 216 79% | 290 83% | 31 64% | 120 90% | 20 48% | 184 81% | 216 84% | 45 72% | 62 77% | 142 75% | 29 79% | 151 88% | 220 80% |
| Somewhat more likely | 47 12% | 21 16% | 13 8% | 13 11% | 25 11% | 13 11% | 38 11% | 6 13% | 16 10% | 12 15% | 8 8% | 6 24% | 10 8% | 37 14% | 40 12% | 5 11% | 11 8% | 6 14% | 30 13% | 30 12% | 7 10% | 11 13% | 30 16% | 2 5% | 15 9% | 30 11% |
| Total more likely | 370 92% | 124 95% | 146 92% | 100 90% | 212 95% | 108 90% | 320 93% | 39 86% | 154 93% | 75 92% | 92 95% | 26 100% | 117 92% | 253 92% | 330 95% | 36 75% | 130 98% | 25 63% | 214 94% | 245 96% | 52 82% | 73 90% | 172 91% | 31 83% | 166 96% | 250 91% |
| Total less likely | 10 3% | - | 5 3% | 5 5% | 2 1% | 4 3% | 6 2% | 4 10% | 6 3% | - | 2 2% | - | 4 3% | 7 3% | 4 1% | 6 13% | - | 8 19% | 3 1% | 4 1% | 6 9% | 1 1% | 5 2% | 5 14% | 0 * | 8 3% |
| Somewhat less likely | 3 1% | - | 3 2% | - | - | 1 1% | 1 * | 2 5% | 1 1% | - | 2 2% | - | - | 3 1% | - | 3 7% | - | 3 8% | - | 1 * | 2 3% | - | 1 1% | 2 6% | - | 3 1% |
| Much less likely | 7 2% | - | 2 1% | 5 5% | 2 1% | 3 2% | 5 1% | 2 5% | 5 3% | - | - | - | 4 3% | 4 1% | 4 1% | 3 7% | - | 5 11% | 3 1% | 3 6% | 1 1% | 4 2% | 3 9% | 0 * | 5 2% | |
| No impact | 20 5% | 6 5% | 7 5% | 6 6% | 10 4% | 8 7% | 18 5% | 2 4% | 6 4% | 7 8% | 3 3% | - | 6 5% | 14 5% | 14 4% | 6 12% | 2 2% | 7 18% | 11 5% | 8 3% | 5 9% | 7 8% | 13 7% | 1 2% | 6 3% | 17 6% |
| Net more likely | 359 90% | 124 95% | 141 89% | 94 85% | 210 94% | 104 87% | 314 91% | 35 77% | 149 89% | 75 92% | 90 92% | 26 100% | 114 90% | 246 90% | 326 94% | 30 62% | 130 98% | 18 44% | 211 93% | 242 94% | 46 73% | 72 89% | 167 88% | 26 69% | 166 96% | 242 88% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

21. More/less likely to vote for Eigel: Bill Eigel believes boys shouldn't play on girls' sports teams & that men shouldn't be getting dressed in women's locker rooms. Period. No exceptions. And as Governor, Eigel will prohibit all gender change surgeries on minors

| | | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|----------------------|-------------|---|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Much more likely | 323 81% | 52 94% | 71 79% | 54 66% | 145 85% | 203 94% | 20 53% | 26 54% | 73 75% | 121 95% | 18 53% | 24 51% | 60 71% | 152 94% | 55 73% | 50 90% | 105 80% | 24 76% | 194 82% | 66 74% | 102 78% | 168 76% | 83 89% | 71 83% |
| Somewhat more likely | 47 12% | 3 6% | 14 15% | 15 18% | 15 9% | 12 6% | 13 34% | 9 19% | 13 13% | 7 5% | 12 35% | 9 20% | 13 15% | 10 6% | 9 13% | 3 5% | 12 9% | 4 14% | 31 13% | 11 13% | 19 14% | 30 14% | 7 8% | 10 11% |
| Total more likely | 370 92% | 55 100% | 84 94% | 68 84% | 160 93% | 215 100% | 33 87% | 35 73% | 86 88% | 128 100% | 30 88% | 33 71% | 73 87% | 162 100% | 64 86% | 52 94% | 117 89% | 29 90% | 225 94% | 78 86% | 120 92% | 198 90% | 90 97% | 81 95% |
| Total less likely | 10 3% | - | 1 1% | 5 6% | 5 3% | - | 1 3% | 5 10% | 5 5% | - | 1 3% | 5 10% | 5 6% | - | 6 8% | 1 1% | 7 5% | 1 2% | 3 1% | 5 6% | 4 3% | 9 4% | 1 1% | - |
| Somewhat less likely | 3 1% | - | - | 1 1% | 2 1% | - | - | 1 2% | 2 2% | - | - | 1 2% | 2 3% | - | 3 4% | - | 3 2% | - | - | 2 2% | 1 1% | 3 1% | - | - |
| Much less likely | 7 2% | - | 1 1% | 4 4% | 3 2% | - | 1 3% | 4 7% | 3 3% | - | 1 3% | 4 8% | 3 3% | - | 3 4% | 1 1% | 4 3% | 1 2% | 3 1% | 3 3% | 3 2% | 6 3% | 1 1% | - |
| No impact | 20 5% | - | 4 4% | 9 11% | 6 4% | - | 4 11% | 9 18% | 7 7% | - | 3 9% | 9 19% | 6 8% | - | 4 6% | 2 4% | 7 5% | 3 8% | 11 4% | 7 8% | 7 5% | 14 6% | 1 1% | 5 5% |
| Net more likely | 359 90% | 55 100% | 83 93% | 64 78% | 155 91% | 215 100% | 32 84% | 31 63% | 82 83% | 128 100% | 29 84% | 28 61% | 68 81% | 162 100% | 58 77% | 51 93% | 109 84% | 28 87% | 222 93% | 72 80% | 116 89% | 189 85% | 89 96% | 81 95% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

21. More/less likely to vote for Eigel: Bill Eigel believes boys shouldn't play on girls' sports teams & that men shouldn't be getting dressed in women's locker rooms. Period. No exceptions. And as Governor, Eigel will prohibit all gender change surgeries on minors

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Much more likely | 323 81% | 58 76% | 71 74% | 129 75% | 37 85% | 157 85% | 10 80% | 197 80% | 113 87% | 222 86% | 82 73% |
| Somewhat more likely | 47 12% | 7 9% | 16 17% | 24 14% | 4 8% | 20 11% | 3 20% | 36 14% | 9 7% | 26 10% | 17 15% |
| Total more likely | 370 92% | 65 85% | 88 91% | 153 88% | 40 93% | 177 96% | 13 100% | 233 94% | 122 93% | 248 96% | 99 87% |
| Total less likely | 10 3% | 8 10% | 1 1% | 9 5% | 1 3% | 0 0% | - | 3 1% | 2 2% | 1 1% | 7 6% |
| Somewhat less likely | 3 1% | 2 3% | 1 1% | 3 2% | - | - | - | - | - | - | 3 3% |
| Much less likely | 7 2% | 6 7% | - | 6 3% | 1 3% | 0 0% | - | 3 1% | 2 2% | 1 1% | 4 3% |
| No impact | 20 5% | 4 5% | 8 8% | 12 7% | 2 4% | 6 3% | - | 12 5% | 7 5% | 10 4% | 7 7% |
| Net more likely | 359 90% | 57 75% | 87 90% | 144 83% | 39 90% | 176 96% | 13 100% | 230 93% | 120 92% | 247 95% | 92 81% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

22. More/less likely to vote for Eigel: Bill Eigel says these campus protests where they are shouting 'Death to America' need to be shut down immediately. He says the pro-terrorist rioters need to be expelled & arrested if they trespass, threaten other students or interfere with law enforcement. And foreign student rioters here on visas should be deported. He also says any faculty or staff participating should be suspended or fired...

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|----------------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|---------------------|-------------|---------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more Reps than Dems | tot. Reps | Ind/dont know |
| Much more likely | 276 69% | 101 66% | 66 74% | 44 64% | 66 73% | 11 60% | 44 68% | 40 62% | 38 67% | 24 78% | 41 70% | 36 70% | 43 76% | 142 71% | 134 67% | 63 63% | 52 62% | 161 74% | 56 61% | 86 80% | 59 65% | 75 69% | 211 72% | 28 53% | 239 69% | 37 67% |
| Somewhat more likely | 71 18% | 29 19% | 14 15% | 14 21% | 14 16% | 2 13% | 14 22% | 12 19% | 16 29% | 3 9% | 10 17% | 7 14% | 7 12% | 32 16% | 39 20% | 15 15% | 17 20% | 40 19% | 19 20% | 13 12% | 13 14% | 27 25% | 48 16% | 11 21% | 59 17% | 12 21% |
| Total more likely | 347 87% | 130 85% | 79 89% | 58 84% | 80 89% | 14 73% | 58 90% | 52 81% | 54 96% | 27 87% | 51 87% | 42 83% | 49 88% | 174 87% | 173 87% | 78 78% | 69 82% | 201 93% | 75 81% | 99 93% | 72 79% | 101 93% | 259 89% | 39 75% | 298 87% | 49 88% |
| Total less likely | 27 7% | 7 5% | 5 6% | 8 12% | 6 7% | - | 2 3% | 8 12% | 2 4% | 3 10% | 2 4% | 7 14% | 2 4% | 11 5% | 16 8% | 13 13% | 7 9% | 7 3% | 9 9% | 2 2% | 11 12% | 5 4% | 15 5% | 9 17% | 24 7% | 2 4% |
| Somewhat less likely | 15 4% | 3 2% | 2 2% | 7 10% | 3 4% | - | - | 4 6% | 2 4% | 2 7% | - | 6 12% | 1 2% | 4 2% | 11 5% | 10 10% | 3 4% | 2 1% | 4 5% | - | 9 10% | 2 2% | 11 4% | 3 6% | 14 4% | 1 2% |
| Much less likely | 11 3% | 4 3% | 3 4% | 1 2% | 3 3% | - | 2 3% | 4 6% | - | 1 3% | 2 4% | 1 2% | 1 3% | 6 3% | 5 3% | 2 2% | 4 5% | 5 2% | 4 5% | 2 2% | 2 3% | 3 3% | 5 2% | 6 11% | 10 3% | 1 2% |
| No impact | 26 7% | 15 10% | 5 5% | 3 4% | 4 5% | 5 27% | 4 7% | 5 7% | - | 1 3% | 6 10% | 2 3% | 4 7% | 15 8% | 11 5% | 10 10% | 8 9% | 9 4% | 9 10% | 6 6% | 8 9% | 2 2% | 18 6% | 4 8% | 22 6% | 4 7% |
| Net more likely | 321 80% | 122 81% | 74 83% | 50 73% | 74 82% | 14 73% | 56 87% | 44 69% | 52 93% | 24 76% | 49 83% | 35 70% | 47 84% | 164 82% | 157 79% | 65 65% | 61 73% | 194 90% | 66 71% | 97 91% | 61 66% | 96 89% | 243 83% | 30 58% | 274 79% | 47 84% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

22. More/less likely to vote for Eigel: Bill Eigel says these campus protests where they are shouting 'Death to America' need to be shut down immediately. He says the pro-terrorist rioters need to be expelled & arrested if they trespass, threaten other students or interfere with law enforcement. And foreign student rioters here on visas should be deported. He also says any faculty or staff participating should be suspended or fired...

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|----------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Much more likely | 276 69% | 97 75% | 94 59% | 85 76% | 175 78% | 76 63% | 251 73% | 20 44% | 118 71% | 50 62% | 73 75% | 18 70% | 93 73% | 183 67% | 257 74% | 18 37% | 104 79% | 18 44% | 154 68% | 184 72% | 42 68% | 50 62% | 126 66% | 22 58% | 128 74% | 188 68% |
| Somewhat more likely | 71 18% | 20 15% | 39 25% | 12 11% | 27 12% | 26 22% | 53 16% | 12 26% | 26 15% | 18 22% | 18 19% | 2 9% | 22 18% | 49 18% | 60 17% | 11 22% | 19 14% | 4 10% | 48 21% | 51 20% | 4 7% | 16 20% | 35 19% | 4 11% | 32 18% | 50 18% |
| Total more likely | 347 87% | 117 90% | 134 84% | 97 87% | 202 90% | 103 85% | 305 89% | 31 70% | 144 87% | 68 84% | 92 94% | 21 78% | 116 91% | 232 85% | 318 91% | 28 59% | 123 93% | 22 54% | 202 89% | 235 92% | 46 74% | 66 82% | 162 85% | 26 69% | 160 93% | 238 87% |
| Total less likely | 27 7% | 5 4% | 13 8% | 9 8% | 12 5% | 8 7% | 20 6% | 6 14% | 9 5% | 4 5% | 4 4% | 6 22% | 8 6% | 19 7% | 13 4% | 11 23% | 2 1% | 10 26% | 14 6% | 12 5% | 6 10% | 8 10% | 10 5% | 8 21% | 9 5% | 15 5% |
| Somewhat less likely | 15 4% | 5 4% | 8 5% | 2 2% | 9 4% | 5 4% | 13 4% | 2 5% | 4 3% | 4 5% | 3 3% | 2 9% | 3 3% | 12 4% | 7 2% | 5 11% | 2 1% | 3 8% | 10 4% | 5 2% | 3 5% | 7 8% | 5 3% | 5 12% | 6 3% | 8 3% |
| Much less likely | 11 3% | - | 5 3% | 6 6% | 4 2% | 3 3% | 7 2% | 4 9% | 5 3% | - | 1 1% | 3 13% | 5 4% | 7 2% | 6 2% | 6 12% | - | 7 17% | 4 2% | 7 3% | 3 5% | 1 2% | 5 3% | 3 9% | 3 2% | 7 3% |
| No impact | 26 7% | 8 6% | 12 7% | 6 6% | 10 4% | 9 8% | 19 6% | 7 16% | 13 8% | 9 11% | 2 2% | - | 3 3% | 23 8% | 17 5% | 9 18% | 7 5% | 8 20% | 11 5% | 10 4% | 10 16% | 7 8% | 18 10% | 4 10% | 4 2% | 22 8% |
| Net more likely | 321 80% | 112 86% | 120 76% | 88 79% | 190 85% | 95 79% | 284 83% | 25 56% | 135 81% | 64 78% | 87 89% | 15 57% | 108 85% | 213 78% | 305 87% | 17 36% | 121 92% | 11 28% | 188 83% | 223 87% | 40 64% | 58 72% | 151 80% | 18 48% | 151 88% | 224 81% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

22. More/less likely to vote for Eigel: Bill Eigel says these campus protests where they are shouting 'Death to America' need to be shut down immediately. He says the pro-terrorist rioters need to be expelled & arrested if they trespass, threaten other students or interfere with law enforcement. And foreign student rioters here on visas should be deported. He also says any faculty or staff participating should be suspended or fired...

| | | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|----------------------|-------------|---|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Much more likely | 276 69% | 46 84% | 62 70% | 50 61% | 116 68% | 193 90% | 15 39% | 21 43% | 47 48% | 118 92% | 12 35% | 18 40% | 36 43% | 148 92% | 49 65% | 44 79% | 92 71% | 19 60% | 165 69% | 57 63% | 85 65% | 142 64% | 71 76% | 63 74% |
| Somewhat more likely | 71 18% | 4 7% | 23 25% | 15 18% | 30 18% | 16 8% | 18 47% | 11 23% | 26 27% | 8 6% | 18 52% | 11 24% | 24 29% | 12 8% | 8 11% | 7 12% | 15 12% | 9 29% | 47 20% | 16 18% | 30 23% | 46 21% | 14 15% | 11 13% |
| Total more likely | 347 87% | 50 91% | 85 95% | 64 79% | 146 85% | 209 97% | 32 86% | 32 66% | 74 75% | 126 98% | 29 87% | 29 64% | 61 72% | 161 99% | 57 77% | 50 91% | 108 83% | 28 89% | 211 89% | 73 81% | 115 88% | 188 85% | 85 91% | 74 87% |
| Total less likely | 27 7% | 2 4% | 2 3% | 6 7% | 17 10% | 3 1% | 2 6% | 5 10% | 16 17% | 2 2% | 2 7% | 5 11% | 16 18% | 1 1% | 9 12% | 3 5% | 12 9% | 2 6% | 13 6% | 9 10% | 7 5% | 16 7% | 4 4% | 7 8% |
| Somewhat less likely | 15 4% | 2 4% | 1 1% | 1 1% | 11 7% | 3 1% | 1 3% | - - | 11 11% | 2 2% | 1 4% | - - | 10 12% | 1 1% | 3 4% | 2 4% | 5 4% | - - | 10 4% | 4 5% | 4 3% | 9 4% | - - | 7 8% |
| Much less likely | 11 3% | - - | 1 1% | 5 6% | 5 3% | - - | 1 3% | 5 10% | 5 5% | - - | 1 3% | 5 11% | 5 6% | - - | 6 7% | 1 1% | 6 5% | 2 6% | 3 1% | 4 5% | 3 2% | 7 3% | 4 4% | - - |
| No impact | 26 7% | 3 6% | 2 3% | 12 14% | 8 5% | 3 1% | 3 8% | 12 24% | 8 9% | - - | 2 7% | 12 25% | 8 10% | - - | 9 12% | 2 4% | 11 9% | 2 5% | 13 6% | 8 9% | 9 7% | 17 8% | 4 5% | 5 5% |
| Net more likely | 321 80% | 48 87% | 82 92% | 59 72% | 129 76% | 206 96% | 30 80% | 27 56% | 57 58% | 124 97% | 27 80% | 25 54% | 45 53% | 160 99% | 49 65% | 47 86% | 96 74% | 26 83% | 198 83% | 64 71% | 108 83% | 172 78% | 81 87% | 67 79% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

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| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Much more likely | 276 69% | 49 64% | 63 66% | 112 65% | 32 73% | 132 72% | 9 74% | 171 69% | 94 72% | 192 74% | 69 61% |
| Somewhat more likely | 71 18% | 14 18% | 17 17% | 30 18% | 4 10% | 36 20% | 1 6% | 49 20% | 22 17% | 44 17% | 22 19% |
| Total more likely | 347 87% | 63 82% | 80 83% | 143 83% | 36 83% | 168 92% | 10 80% | 220 89% | 116 89% | 235 91% | 90 80% |
| Total less likely | 27 7% | 10 13% | 7 7% | 17 10% | 2 5% | 8 4% | 3 20% | 10 4% | 8 6% | 13 5% | 11 9% |
| Somewhat less likely | 15 4% | 4 5% | 4 5% | 9 5% | 1 2% | 6 3% | 1 10% | 5 2% | 7 6% | 10 4% | 4 4% |
| Much less likely | 11 3% | 6 7% | 2 3% | 8 5% | 1 3% | 2 1% | 1 10% | 6 2% | 1 1% | 3 1% | 6 5% |
| No impact | 26 7% | 4 5% | 10 10% | 14 8% | 5 12% | 7 4% | - | 17 7% | 6 5% | 11 4% | 13 11% |
| Net more likely | 321 80% | 53 69% | 73 76% | 126 73% | 34 78% | 161 88% | 8 60% | 210 85% | 107 83% | 222 86% | 80 70% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

23. More/less likely to vote for Eigel: Bill Eigel says these pornographic & sexual books pushed by many on the left don't belong in our schools or our public libraries. As Governor, he has said he'll do whatever he has to do to rid our schools of them, even if it means burning them on the front lawn of the governor's mansion to send a message to the liberals that we won't tolerate their indoctrination in Missouri

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|----------------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|---------------------|-------------|---------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more Reps than Dems | tot. Reps | Ind/dont know |
| Much more likely | 220 55% | 66 43% | 61 69% | 36 52% | 58 64% | 4 21% | 33 51% | 32 50% | 39 69% | 19 60% | 34 57% | 34 66% | 27 48% | 121 60% | 100 50% | 49 49% | 49 58% | 123 57% | 54 59% | 67 62% | 43 47% | 56 52% | 173 59% | 19 37% | 193 56% | 28 50% |
| Somewhat more likely | 55 14% | 29 19% | 5 5% | 12 17% | 10 11% | 4 21% | 12 19% | 12 18% | 9 16% | - 60% | 6 10% | 4 9% | 9 15% | 25 12% | 31 15% | 13 13% | 9 11% | 33 15% | 11 12% | 14 13% | 12 13% | 19 17% | 37 13% | 12 22% | 49 14% | 6 11% |
| Total more likely | 276 69% | 94 62% | 66 74% | 47 69% | 68 75% | 8 42% | 45 70% | 44 68% | 48 85% | 19 60% | 40 67% | 38 74% | 36 64% | 145 73% | 130 65% | 62 62% | 58 69% | 156 72% | 65 70% | 80 75% | 55 60% | 75 69% | 211 72% | 31 59% | 241 70% | 34 62% |
| Total less likely | 74 19% | 37 24% | 13 14% | 13 19% | 12 13% | 8 44% | 12 18% | 13 21% | 3 6% | 6 20% | 8 14% | 9 18% | 14 25% | 33 16% | 41 21% | 21 21% | 17 21% | 36 17% | 15 16% | 18 17% | 23 25% | 18 17% | 47 16% | 17 33% | 64 19% | 10 18% |
| Somewhat less likely | 40 10% | 21 14% | 5 5% | 9 13% | 5 6% | 5 26% | 6 10% | 6 10% | - 60% | 3 9% | 2 3% | 7 14% | 10 18% | 15 7% | 25 13% | 15 15% | 5 6% | 20 9% | 6 7% | 9 8% | 14 15% | 12 11% | 24 8% | 9 17% | 33 10% | 7 13% |
| Much less likely | 34 8% | 15 10% | 8 9% | 4 6% | 7 7% | 3 18% | 5 8% | 7 11% | 3 6% | 3 10% | 6 10% | 2 4% | 4 7% | 18 9% | 16 8% | 6 6% | 12 14% | 16 7% | 9 9% | 9 9% | 10 10% | 6 6% | 23 8% | 8 16% | 32 9% | 2 4% |
| No impact | 50 13% | 21 14% | 10 12% | 8 12% | 11 12% | 3 14% | 8 12% | 7 11% | 5 9% | 6 20% | 11 19% | 4 7% | 6 11% | 22 11% | 28 14% | 17 17% | 8 10% | 24 11% | 13 14% | 9 8% | 13 14% | 15 14% | 34 12% | 4 8% | 39 11% | 12 21% |
| Net more likely | 202 50% | 57 38% | 53 60% | 34 50% | 56 62% | -0 -2% | 33 52% | 30 47% | 44 79% | 13 41% | 31 53% | 29 56% | 22 38% | 113 56% | 89 45% | 41 41% | 41 48% | 120 55% | 50 54% | 62 58% | 32 35% | 57 53% | 163 56% | 14 26% | 177 51% | 25 44% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

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| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|----------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Much more likely | 220 55% | 72 55% | 82 52% | 66 59% | 155 69% | 43 36% | 198 58% | 20 45% | 92 55% | 34 42% | 62 63% | 19 71% | 75 59% | 146 53% | 208 60% | 12 25% | 92 69% | 11 27% | 118 52% | 151 59% | 32 52% | 37 46% | 92 49% | 19 50% | 109 63% | 149 54% |
| Somewhat more likely | 55 14% | 18 14% | 22 14% | 15 13% | 29 13% | 23 19% | 52 15% | 4 8% | 21 13% | 18 22% | 13 13% | 2 7% | 12 10% | 43 16% | 48 14% | 5 9% | 13 10% | 3 8% | 39 17% | 39 15% | 6 9% | 10 12% | 35 18% | - | 21 12% | 41 15% |
| Total more likely | 276 69% | 90 69% | 105 66% | 81 73% | 184 82% | 66 55% | 249 72% | 24 53% | 113 68% | 52 64% | 74 76% | 21 78% | 87 69% | 189 69% | 257 74% | 17 35% | 105 79% | 14 35% | 157 69% | 190 74% | 38 61% | 47 59% | 127 67% | 19 50% | 130 75% | 189 69% |
| Total less likely | 74 19% | 22 17% | 31 20% | 21 19% | 19 8% | 34 28% | 52 15% | 16 36% | 30 18% | 17 21% | 15 16% | 5 19% | 27 22% | 47 17% | 49 14% | 25 51% | 19 14% | 18 43% | 38 17% | 38 15% | 16 25% | 20 25% | 32 17% | 16 42% | 26 15% | 50 18% |
| Somewhat less likely | 40 10% | 17 13% | 15 9% | 9 8% | 12 6% | 21 17% | 33 10% | 4 9% | 16 10% | 7 8% | 11 11% | 3 10% | 9 7% | 31 11% | 27 8% | 12 24% | 14 11% | 7 17% | 19 9% | 25 10% | 5 8% | 10 12% | 16 9% | 6 17% | 17 10% | 29 11% |
| Much less likely | 34 8% | 5 4% | 16 10% | 12 11% | 6 3% | 13 11% | 19 6% | 12 27% | 14 8% | 10 12% | 5 5% | 2 9% | 19 15% | 15 6% | 21 6% | 13 27% | 4 3% | 11 27% | 19 8% | 13 5% | 11 17% | 10 13% | 16 8% | 9 25% | 9 5% | 20 7% |
| No impact | 50 13% | 18 14% | 23 14% | 10 9% | 22 10% | 21 17% | 42 12% | 5 11% | 23 14% | 12 15% | 8 8% | 1 3% | 13 10% | 38 14% | 43 12% | 7 14% | 9 7% | 9 22% | 32 14% | 28 11% | 8 13% | 13 17% | 31 16% | 3 7% | 17 10% | 36 13% |
| Net more likely | 202 50% | 67 52% | 74 46% | 61 54% | 165 74% | 32 27% | 197 57% | 7 17% | 83 50% | 35 43% | 59 60% | 16 59% | 60 47% | 142 52% | 208 60% | -8 -16% | 86 65% | -3 -8% | 119 52% | 152 59% | 22 36% | 27 34% | 95 50% | 3 8% | 104 60% | 140 51% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

23. More/less likely to vote for Eigel: Bill Eigel says these pornographic & sexual books pushed by many on the left don't belong in our schools or our public libraries. As Governor, he has said he'll do whatever he has to do to rid our schools of them, even if it means burning them on the front lawn of the governor's mansion to send a message to the liberals that we won't tolerate their indoctrination in Missouri

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|----------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Much more likely | 220 55% | 39 72% | 52 59% | 29 36% | 97 57% | 155 72% | 14 36% | 7 14% | 45 46% | 92 71% | 11 32% | 4 9% | 36 42% | 116 72% | 41 55% | 41 74% | 82 63% | 13 41% | 125 53% | 45 50% | 73 56% | 119 54% | 53 56% | 49 58% | |
| Somewhat more likely | 55 14% | 4 7% | 9 10% | 21 25% | 21 13% | 27 13% | 5 13% | 10 20% | 14 14% | 19 14% | 5 14% | 10 21% | 12 14% | 23 14% | 9 12% | 2 4% | 11 9% | 7 21% | 37 16% | 10 12% | 23 18% | 34 15% | 12 13% | 10 11% | |
| Total more likely | 276 69% | 43 79% | 62 69% | 50 61% | 118 69% | 182 84% | 19 49% | 16 34% | 59 60% | 110 86% | 15 46% | 14 30% | 47 56% | 139 86% | 51 67% | 43 77% | 93 72% | 20 62% | 163 68% | 56 62% | 97 74% | 152 69% | 64 69% | 59 69% | |
| Total less likely | 74 19% | 8 15% | 14 16% | 17 21% | 35 20% | 22 10% | 6 17% | 17 36% | 28 28% | 9 7% | 6 19% | 17 38% | 27 31% | 14 9% | 18 24% | 8 15% | 26 20% | 5 17% | 42 18% | 19 21% | 16 12% | 35 16% | 22 23% | 17 20% | |
| Somewhat less likely | 40 10% | 6 10% | 10 12% | 6 7% | 19 11% | 16 8% | 4 12% | 6 12% | 13 14% | 8 6% | 4 13% | 6 13% | 12 14% | 11 7% | 7 9% | 7 12% | 14 10% | 2 6% | 25 10% | 10 11% | 9 7% | 19 9% | 12 13% | 9 10% | |
| Much less likely | 34 8% | 2 4% | 4 4% | 12 14% | 16 10% | 6 3% | 2 5% | 12 24% | 15 15% | 2 1% | 2 6% | 12 25% | 15 17% | 3 2% | 11 15% | 2 3% | 13 10% | 3 11% | 18 7% | 9 10% | 7 5% | 16 7% | 9 10% | 8 10% | |
| No impact | 50 13% | 3 6% | 14 15% | 14 18% | 18 10% | 11 5% | 13 34% | 14 30% | 12 12% | 9 7% | 12 35% | 14 32% | 11 13% | 8 5% | 6 9% | 4 8% | 11 8% | 7 21% | 33 14% | 16 17% | 18 14% | 33 15% | 7 7% | 10 11% | |
| Net more likely | 202 50% | 35 65% | 48 53% | 32 39% | 84 49% | 159 74% | 12 32% | -1 -2% | 31 31% | 101 79% | 9 27% | -4 -8% | 20 24% | 125 77% | 32 43% | 35 62% | 67 51% | 14 45% | 120 51% | 37 41% | 80 61% | 117 53% | 43 46% | 42 49% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

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23. More/less likely to vote for Eigel: Bill Eigel says these pornographic & sexual books pushed by many on the left don't belong in our schools or our public libraries. As Governor, he has said he'll do whatever he has to do to rid our schools of them, even if it means burning them on the front lawn of the governor's mansion to send a message to the liberals that we won't tolerate their indoctrination in Missouri

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Much more likely | 220 55% | 26 34% | 48 50% | 74 43% | 27 62% | 119 65% | 7 57% | 131 53% | 81 62% | 152 59% | 54 48% |
| Somewhat more likely | 55 14% | 15 20% | 18 18% | 33 19% | 4 9% | 18 10% | 2 15% | 43 17% | 10 8% | 42 16% | 10 9% |
| Total more likely | 276 69% | 42 54% | 66 68% | 107 62% | 31 71% | 137 75% | 9 72% | 174 70% | 91 70% | 193 75% | 64 57% |
| Total less likely | 74 19% | 24 32% | 16 17% | 41 23% | 8 19% | 25 14% | 3 20% | 45 18% | 21 16% | 39 15% | 31 27% |
| Somewhat less likely | 40 10% | 8 11% | 12 13% | 21 12% | 5 12% | 14 8% | 1 10% | 28 11% | 11 9% | 21 8% | 17 15% |
| Much less likely | 34 8% | 16 21% | 4 4% | 20 12% | 3 7% | 11 6% | 1 10% | 17 7% | 10 8% | 18 7% | 14 12% |
| No impact | 50 13% | 11 14% | 14 15% | 25 15% | 4 9% | 21 11% | 1 8% | 29 12% | 18 14% | 27 10% | 18 16% |
| Net more likely | 202 50% | 18 23% | 49 51% | 67 39% | 23 52% | 112 61% | 7 51% | 129 52% | 70 54% | 154 59% | 34 30% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

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24. More/less likely to vote for Eigel: Bill Eigel is the only candidate running for Governor who supports eliminating the personal property tax

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|----------------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|---------------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more Reps than Dems | tot. Reps | Ind/ dont know |
| Much more likely | 263 66% | 100 66% | 53 59% | 45 66% | 64 71% | 14 72% | 45 70% | 39 61% | 36 65% | 15 50% | 40 68% | 37 73% | 36 65% | 136 68% | 127 63% | 73 73% | 54 64% | 136 63% | 64 69% | 72 67% | 63 69% | 64 59% | 198 68% | 31 59% | 229 66% | 34 61% |
| Somewhat more likely | 73 18% | 27 18% | 17 19% | 19 28% | 10 11% | 2 12% | 13 21% | 11 18% | 14 26% | 6 21% | 7 12% | 9 17% | 9 17% | 36 18% | 37 18% | 11 11% | 14 16% | 48 22% | 16 18% | 20 18% | 8 9% | 29 26% | 55 19% | 7 14% | 62 18% | 11 20% |
| Total more likely | 336 84% | 128 84% | 70 78% | 64 93% | 74 82% | 16 84% | 58 91% | 50 78% | 51 90% | 22 71% | 48 81% | 46 90% | 45 81% | 172 86% | 164 82% | 84 84% | 68 81% | 184 85% | 80 87% | 92 85% | 71 78% | 92 85% | 253 87% | 38 73% | 291 84% | 45 81% |
| Total less likely | 27 7% | 8 5% | 11 12% | 1 2% | 7 7% | 3 16% | 1 1% | 6 9% | 2 3% | 5 17% | 4 6% | 2 4% | 5 8% | 14 7% | 13 6% | 5 5% | 8 9% | 14 6% | 5 6% | 8 8% | 8 8% | 5 5% | 18 6% | 7 13% | 25 7% | 2 4% |
| Somewhat less likely | 11 3% | 2 1% | 5 6% | 1 2% | 3 4% | 1 7% | 1 1% | 3 5% | 2 3% | 3 11% | - | 1 2% | - | 6 3% | 6 3% | - | 4 5% | 7 3% | 1 1% | 5 4% | 3 3% | 3 2% | 8 3% | 2 3% | 9 3% | 2 4% |
| Much less likely | 15 4% | 6 4% | 6 6% | - | 3 4% | 2 9% | - | 2 3% | - | 2 6% | 4 6% | 1 2% | 5 8% | 8 4% | 7 4% | 5 5% | 3 4% | 6 3% | 4 5% | 4 4% | 5 5% | 2 2% | 10 3% | 5 10% | 15 4% | - |
| No impact | 38 9% | 16 10% | 9 10% | 3 5% | 10 11% | - | 5 8% | 8 13% | 4 6% | 4 13% | 8 13% | 3 6% | 6 11% | 14 7% | 23 12% | 10 10% | 9 10% | 18 8% | 7 7% | 7 7% | 12 13% | 11 10% | 21 7% | 8 14% | 29 8% | 9 16% |
| Net more likely | 309 77% | 120 79% | 60 67% | 63 92% | 67 74% | 13 69% | 57 90% | 44 69% | 49 87% | 17 54% | 44 75% | 44 85% | 41 73% | 158 79% | 151 76% | 79 79% | 60 71% | 171 79% | 75 81% | 83 77% | 64 70% | 87 80% | 235 80% | 31 60% | 266 77% | 43 77% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

24. More/less likely to vote for Eigel: Bill Eigel is the only candidate running for Governor who supports eliminating the personal property tax

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|----------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Much more likely | 263 66% | 91 70% | 100 63% | 71 64% | 164 73% | 71 59% | 235 68% | 25 56% | 106 64% | 52 64% | 69 71% | 21 80% | 80 63% | 183 67% | 237 68% | 23 47% | 110 83% | 16 39% | 137 60% | 169 66% | 43 68% | 51 64% | 118 62% | 23 63% | 122 70% | 180 65% |
| Somewhat more likely | 73 18% | 26 20% | 24 15% | 23 20% | 37 17% | 25 21% | 62 18% | 8 18% | 33 20% | 14 17% | 16 17% | 3 12% | 28 22% | 45 16% | 68 20% | 5 10% | 17 13% | 6 14% | 50 22% | 55 21% | 5 8% | 13 16% | 41 21% | 6 16% | 26 15% | 46 17% |
| Total more likely | 336 84% | 118 91% | 124 78% | 94 85% | 201 90% | 96 80% | 297 86% | 33 73% | 139 84% | 66 81% | 86 88% | 24 91% | 108 85% | 228 83% | 305 87% | 27 57% | 127 96% | 22 53% | 187 82% | 224 87% | 47 76% | 65 80% | 158 83% | 30 79% | 148 86% | 226 82% |
| Total less likely | 27 7% | 5 4% | 13 8% | 8 8% | 6 3% | 15 12% | 20 6% | 6 14% | 11 7% | 7 8% | 5 5% | 1 3% | 5 4% | 22 8% | 15 4% | 11 23% | 2 2% | 11 26% | 14 6% | 14 5% | 9 15% | 4 5% | 16 8% | 5 14% | 5 3% | 22 8% |
| Somewhat less likely | 11 3% | - | 8 5% | 3 3% | 1 1% | 8 7% | 9 3% | 2 5% | 3 2% | 2 2% | 5 5% | 1 3% | 4 3% | 7 3% | 6 2% | 5 11% | - | 3 7% | 9 4% | 6 2% | 3 5% | 2 3% | 4 2% | 3 8% | 4 2% | 9 3% |
| Much less likely | 15 4% | 5 4% | 4 3% | 5 5% | 4 2% | 7 5% | 11 3% | 4 9% | 8 5% | 5 6% | - | - | 1 1% | 14 5% | 9 3% | 6 13% | 2 2% | 8 19% | 6 2% | 8 3% | 6 9% | 2 2% | 12 6% | 2 6% | 1 1% | 13 5% |
| No impact | 38 9% | 7 5% | 22 14% | 9 8% | 17 8% | 9 8% | 26 8% | 6 13% | 16 10% | 9 11% | 7 8% | 1 5% | 14 11% | 24 9% | 28 8% | 9 19% | 3 3% | 8 21% | 26 11% | 19 8% | 6 9% | 12 15% | 16 8% | 3 7% | 19 11% | 26 10% |
| Net more likely | 309 77% | 112 86% | 111 70% | 86 77% | 196 87% | 81 68% | 277 81% | 27 59% | 128 77% | 59 72% | 81 83% | 23 88% | 103 81% | 206 75% | 290 83% | 16 34% | 125 94% | 11 27% | 173 76% | 210 82% | 38 61% | 61 75% | 143 75% | 24 64% | 142 82% | 204 74% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

24. More/less likely to vote for Eigel: Bill Eigel is the only candidate running for Governor who supports eliminating the personal property tax

| | | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|----------------------|-------------|---|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Much more likely | 263 66% | 51 94% | 57 63% | 37 45% | 116 68% | 186 86% | 15 40% | 12 25% | 49 50% | 105 82% | 12 36% | 10 21% | 42 50% | 136 84% | 51 68% | 44 80% | 95 73% | 15 48% | 152 64% | 48 53% | 83 63% | 130 59% | 72 78% | 60 70% |
| Somewhat more likely | 73 18% | 2 4% | 21 24% | 22 27% | 28 16% | 22 10% | 13 34% | 14 29% | 23 24% | 18 14% | 13 38% | 14 31% | 18 22% | 20 13% | 9 11% | 8 15% | 17 13% | 9 29% | 47 20% | 15 17% | 33 25% | 48 22% | 10 11% | 15 17% |
| Total more likely | 336 84% | 53 98% | 78 87% | 58 72% | 143 84% | 208 97% | 28 74% | 26 54% | 73 74% | 123 96% | 25 74% | 24 52% | 60 71% | 156 97% | 60 80% | 52 95% | 112 86% | 25 78% | 199 84% | 63 70% | 115 88% | 178 81% | 82 88% | 75 88% |
| Total less likely | 27 7% | - | 4 4% | 12 15% | 11 6% | 1 1% | 1 3% | 12 25% | 12 12% | 1 1% | 1 3% | 12 26% | 11 13% | 1 1% | 8 11% | 2 4% | 10 8% | 1 5% | 15 6% | 13 15% | 7 5% | 20 9% | 4 4% | 3 3% |
| Somewhat less likely | 11 3% | - | 2 3% | 4 5% | 5 3% | 1 1% | 1 3% | 4 8% | 5 5% | 1 1% | 1 3% | 4 9% | 5 6% | 1 1% | 3 4% | 1 2% | 4 3% | - | 7 3% | 6 7% | 2 2% | 9 4% | 2 2% | 1 1% |
| Much less likely | 15 4% | - | 1 1% | 8 10% | 6 3% | - | - | 8 17% | 7 7% | - | - | 8 17% | 6 7% | - | 5 7% | 1 1% | 6 5% | 1 5% | 8 3% | 7 8% | 5 4% | 12 5% | 2 2% | 2 2% |
| No impact | 38 9% | 1 2% | 8 9% | 11 14% | 16 10% | 6 3% | 9 23% | 10 21% | 13 13% | 4 3% | 8 23% | 10 22% | 13 16% | 4 3% | 7 9% | 1 2% | 8 6% | 6 18% | 24 10% | 14 15% | 9 7% | 23 10% | 7 7% | 8 9% |
| Net more likely | 309 77% | 53 98% | 74 83% | 46 57% | 132 78% | 207 96% | 27 71% | 14 29% | 61 62% | 121 95% | 24 71% | 12 26% | 49 58% | 155 96% | 52 69% | 50 91% | 102 78% | 23 73% | 184 77% | 50 55% | 108 83% | 158 72% | 79 84% | 72 85% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

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| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Much more likely | 263 66% | 41 53% | 60 62% | 100 58% | 33 77% | 129 70% | 9 72% | 162 65% | 91 70% | 196 76% | 52 46% |
| Somewhat more likely | 73 18% | 16 20% | 21 22% | 36 21% | 6 14% | 31 17% | 1 8% | 49 20% | 21 17% | 46 18% | 21 18% |
| Total more likely | 336 84% | 56 73% | 81 84% | 137 79% | 39 90% | 160 87% | 10 80% | 211 85% | 112 86% | 242 94% | 73 64% |
| Total less likely | 27 7% | 11 14% | 8 8% | 19 11% | 2 5% | 6 3% | - | 13 5% | 6 5% | 2 1% | 20 17% |
| Somewhat less likely | 11 3% | 4 6% | 4 4% | 9 5% | - | 3 2% | - | 5 2% | 4 3% | 1 * | 11 9% |
| Much less likely | 15 4% | 7 9% | 3 4% | 10 6% | 2 5% | 3 2% | - | 8 3% | 2 2% | 1 * | 9 8% |
| No impact | 38 9% | 10 12% | 8 9% | 18 10% | 2 5% | 18 10% | 3 20% | 23 9% | 12 9% | 15 6% | 21 18% |
| Net more likely | 309 77% | 45 59% | 73 76% | 118 68% | 37 86% | 154 84% | 10 80% | 198 80% | 106 82% | 240 93% | 53 47% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

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19-24. Total more likely to vote for Eigel

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---|------------|-------------|---------------|-----------------|-------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|-----------|-----------|------------|-------------|------------|-------------|------------|-------------------------------|----------------|------------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| 21. Bill Eigel believes boys shouldn't play on girls' sports teams & that men shouldn't be getting dressed in women's locker rooms. Period. No exceptions. And as Governor, Eigel will prohibit all gender change surgeries on minors | 370 92% | 137 90% | 84 94% | 66 96% | 84 93% | 17 91% | 58 91% | 57 90% | 56 99% | 27 87% | 56 95% | 49 96% | 49 88% | 188 94% | 181 91% | 90 91% | 73 87% | 206 95% | 86 92% | 103 96% | 78 86% | 103 95% | 271 93% | 47 89% | 318 92% | 52 93% |
| 19. Bill Eigel will protect Missouri jobs & Missouri land. Eigel is the only candidate with a plan to prohibit foreign ownership of land within 500 miles of a Missouri military base & take back the thousands of acres that have already been sold to companies in foreign countries like China. Eigel says Missouri land should be owned by Missourians, not Communists who want to take our farms & take our jobs | 355 89% | 135 89% | 82 92% | 62 90% | 76 84% | 19 100% | 58 90% | 54 85% | 52 94% | 29 94% | 52 88% | 44 85% | 47 83% | 181 91% | 173 87% | 86 86% | 71 85% | 198 92% | 80 87% | 101 94% | 76 84% | 97 89% | 262 90% | 43 82% | 305 89% | 50 90% |
| 22. Bill Eigel says these campus protests where they are shouting 'Death to America' need to be shut down immediately. He says the pro-terrorist rioters need to be expelled & arrested if they trespass, threaten other students or interfere with law enforcement. And foreign student rioters here on visas should be deported. He also says any faculty or staff participating should be suspended or fired... | 347 87% | 130 85% | 79 89% | 58 84% | 80 89% | 14 73% | 58 90% | 52 81% | 54 96% | 27 87% | 51 87% | 42 83% | 49 88% | 174 87% | 173 87% | 78 78% | 69 82% | 201 93% | 75 81% | 99 93% | 72 79% | 101 93% | 259 89% | 39 75% | 298 87% | 49 88% |

19-24. Total more likely to vote for Eigel

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---|-------------|-------------|---------------|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------------------------|----------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| 24. Bill Eigel is the only candidate running for Governor who supports eliminating the personal property tax | 336 84% | 128 84% | 70 78% | 64 93% | 74 82% | 16 84% | 58 91% | 50 78% | 51 90% | 22 71% | 48 81% | 46 90% | 45 81% | 172 86% | 164 82% | 84 84% | 68 81% | 184 85% | 80 87% | 92 85% | 71 78% | 92 85% | 253 87% | 38 73% | 291 84% | 45 81% |
| 20. Bill Eigel is the political establishment's worst nightmare. Eigel was the first candidate for Governor to endorse President Trump & was named the most Conservative state legislator in Missouri. He'll fight the status quo & take on the corrupt career politicians who have been standing in the way of bold conservative change | 315 79% | 118 78% | 73 81% | 50 73% | 75 83% | 15 80% | 52 81% | 48 74% | 48 85% | 24 77% | 45 75% | 41 81% | 44 78% | 165 82% | 151 75% | 76 76% | 64 77% | 175 81% | 77 83% | 88 82% | 63 69% | 87 80% | 236 81% | 34 64% | 269 78% | 46 83% |
| 23. Bill Eigel says these pornographic & sexual books pushed by many on the left don't belong in our schools or our public libraries. As Governor, he has said he'll do whatever he has to do to rid our schools of them, even if it means burning them on the front lawn of the governor's mansion to send a message to the liberals that we won't tolerate their indoctrination in Missouri | 276 69% | 94 62% | 66 74% | 47 69% | 68 75% | 8 42% | 45 70% | 44 68% | 48 85% | 19 60% | 40 67% | 38 74% | 36 64% | 145 73% | 130 65% | 62 62% | 58 69% | 156 72% | 65 70% | 80 75% | 55 60% | 75 69% | 211 72% | 31 59% | 241 70% | 34 62% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

19-24. Total more likely to vote for Eigel

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---|-------------------|------------|------------|------------|-----------------|------------|------------|-----------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| 21. Bill Eigel believes boys shouldn't play on girls' sports teams & that men shouldn't be getting dressed in women's locker rooms. Period. No exceptions. And as Governor, Eigel will prohibit all gender change surgeries on minors | 370 92% | 124 95% | 146 92% | 100 90% | 212 95% | 108 90% | 320 93% | 39 86% | 154 93% | 75 92% | 92 95% | 26 100% | 117 92% | 253 92% | 330 95% | 36 75% | 130 98% | 25 63% | 214 94% | 245 96% | 52 82% | 73 90% | 172 91% | 31 83% | 166 96% | 250 91% |
| 19. Bill Eigel will protect Missouri jobs & Missouri land. Eigel is the only candidate with a plan to prohibit foreign ownership of land within 500 miles of a Missouri military base & take back the thousands of acres that have already been sold to companies in foreign countries like China. Eigel says Missouri land should be owned by Missourians, not Communists who want to take our farms & take our jobs | 355 89% | 122 94% | 137 86% | 97 87% | 203 90% | 100 83% | 303 88% | 41 91% | 147 89% | 72 88% | 92 94% | 24 91% | 113 89% | 241 88% | 319 92% | 32 66% | 127 96% | 23 56% | 205 90% | 233 91% | 51 82% | 70 87% | 166 87% | 31 84% | 158 91% | 240 87% |
| 22. Bill Eigel says these campus protests where they are shouting 'Death to America' need to be shut down immediately. He says the pro-terrorist rioters need to be expelled & arrested if they trespass, threaten other students or interfere with law enforcement. And foreign student rioters here on visas should be deported. He also says any faculty or staff participating should be suspended or fired... | 347 87% | 117 90% | 134 84% | 97 87% | 202 90% | 103 85% | 305 89% | 31 70% | 144 87% | 68 84% | 92 94% | 21 78% | 116 91% | 232 85% | 318 91% | 28 59% | 123 93% | 22 54% | 202 89% | 235 92% | 46 74% | 66 82% | 162 85% | 26 69% | 160 93% | 238 87% |

19-24. Total more likely to vote for Eigel

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ ASHCR/ KEHOE |
|---|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|----------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| 24. Bill Eigel is the only candidate running for Governor who supports eliminating the personal property tax | 336 84% | 118 91% | 124 78% | 94 85% | 201 90% | 96 80% | 297 86% | 33 73% | 139 84% | 66 81% | 86 88% | 24 91% | 108 85% | 228 83% | 305 87% | 27 57% | 127 96% | 22 53% | 187 82% | 224 87% | 47 76% | 65 80% | 158 83% | 30 79% | 148 86% | 226 82% |
| 20. Bill Eigel is the political establishment's worst nightmare. Eigel was the first candidate for Governor to endorse President Trump & was named the most Conservative state legislator in Missouri. He'll fight the status quo & take on the corrupt career politicians who have been standing in the way of bold conservative change | 315 79% | 105 81% | 120 76% | 91 81% | 192 86% | 83 69% | 275 80% | 34 76% | 127 77% | 62 76% | 85 87% | 22 83% | 103 81% | 213 78% | 297 85% | 15 31% | 119 90% | 19 48% | 177 78% | 207 81% | 44 71% | 64 80% | 140 74% | 27 71% | 149 86% | 217 79% |
| 23. Bill Eigel says these pornographic & sexual books pushed by many on the left don't belong in our schools or our public libraries. As Governor, he has said he'll do whatever he has to do to rid our schools of them, even if it means burning them on the front lawn of the governor's mansion to send a message to the liberals that we won't tolerate their indoctrination in Missouri | 276 69% | 90 69% | 105 66% | 81 73% | 184 82% | 66 55% | 249 72% | 24 53% | 113 68% | 52 64% | 74 76% | 21 78% | 87 69% | 189 69% | 257 74% | 17 35% | 105 79% | 14 35% | 157 69% | 190 74% | 38 61% | 47 59% | 127 67% | 19 50% | 130 75% | 189 69% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

19-24. Total more likely to vote for Eigel

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|---|---|------------|---------------|-----------|-------------|---|---------------|-----------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| 21. Bill Eigel believes boys shouldn't play on girls' sports teams & that men shouldn't be getting dressed in women's locker rooms. Period. No exceptions. And as Governor, Eigel will prohibit all gender change surgeries on minors | 370 92% | 55 100% | 84 94% | 68 84% | 160 93% | 215 100% | 33 87% | 35 73% | 86 88% | 128 100% | 30 88% | 33 71% | 73 87% | 162 100% | 64 86% | 52 94% | 117 89% | 29 90% | 225 94% | 78 86% | 120 92% | 198 90% | 90 97% | 81 95% | |
| 19. Bill Eigel will protect Missouri jobs & Missouri land. Eigel is the only candidate with a plan to prohibit foreign ownership of land within 500 miles of a Missouri military base & take back the thousands of acres that have already been sold to companies in foreign countries like China. Eigel says Missouri land should be owned by Missourians, not Communists who want to take our farms & take our jobs | 355 89% | 53 97% | 80 89% | 64 78% | 155 91% | 210 97% | 29 77% | 31 65% | 85 86% | 123 96% | 26 77% | 29 63% | 71 85% | 157 97% | 63 83% | 52 94% | 115 88% | 25 78% | 215 91% | 72 80% | 116 89% | 188 85% | 86 93% | 81 94% | |
| 22. Bill Eigel says these campus protests where they are shouting 'Death to America' need to be shut down immediately. He says the pro-terrorist rioters need to be expelled & arrested if they trespass, threaten other students or interfere with law enforcement. And foreign student rioters here on visas should be deported. He also says any faculty or staff participating should be suspended or fired... | 347 87% | 50 91% | 85 95% | 64 79% | 146 85% | 209 97% | 32 86% | 32 66% | 74 75% | 126 98% | 29 87% | 29 64% | 61 72% | 161 99% | 57 77% | 50 91% | 108 83% | 28 89% | 211 89% | 73 81% | 115 88% | 188 85% | 85 91% | 74 87% | |

19-24. Total more likely to vote for Eigel

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|---|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| 24. Bill Eigel is the only candidate running for Governor who supports eliminating the personal property tax | 336 84% | 53 98% | 78 87% | 58 72% | 143 84% | 208 97% | 28 74% | 26 54% | 73 74% | 123 96% | 25 74% | 24 52% | 60 71% | 156 97% | 60 80% | 52 95% | 112 86% | 25 78% | 199 84% | 63 70% | 115 88% | 178 81% | 82 88% | 75 88% | |
| 20. Bill Eigel is the political establishment's worst nightmare. Eigel was the first candidate for Governor to endorse President Trump & was named the most Conservative state legislator in Missouri. He'll fight the status quo & take on the corrupt career politicians who have been standing in the way of bold conservative change | 315 79% | 54 99% | 65 73% | 52 64% | 141 83% | 209 97% | 16 43% | 20 40% | 70 71% | 125 97% | 13 39% | 17 37% | 58 69% | 156 97% | 57 75% | 51 92% | 108 83% | 18 57% | 189 80% | 59 65% | 99 76% | 158 71% | 84 90% | 73 86% | |
| 23. Bill Eigel says these pornographic & sexual books pushed by many on the left don't belong in our schools or our public libraries. As Governor, he has said he'll do whatever he has to do to rid our schools of them, even if it means burning them on the front lawn of the governor's mansion to send a message to the liberals that we won't tolerate their indoctrination in Missouri | 276 69% | 43 79% | 62 69% | 50 61% | 118 69% | 182 84% | 19 49% | 16 34% | 59 60% | 110 86% | 15 46% | 14 30% | 47 56% | 139 86% | 51 67% | 43 77% | 93 72% | 20 62% | 163 68% | 56 62% | 97 74% | 152 69% | 64 69% | 59 69% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

19-24. Total more likely to vote for Eigel

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|---|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| 21. Bill Eigel believes boys shouldn't play on girls' sports teams & that men shouldn't be getting dressed in women's locker rooms. Period. No exceptions. And as Governor, Eigel will prohibit all gender change surgeries on minors | 370 92% | 65 85% | 88 91% | 153 88% | 40 93% | 177 96% | 13 100% | 233 94% | 122 93% | 248 96% | 99 87% |
| 19. Bill Eigel will protect Missouri jobs & Missouri land. Eigel is the only candidate with a plan to prohibit foreign ownership of land within 500 miles of a Missouri military base & take back the thousands of acres that have already been sold to companies in foreign countries like China. Eigel says Missouri land should be owned by Missourians, not Communists who want to take our farms & take our jobs | 355 89% | 63 82% | 80 83% | 143 82% | 41 94% | 171 93% | 10 80% | 220 89% | 119 91% | 237 92% | 93 82% |
| 22. Bill Eigel says these campus protests where they are shouting 'Death to America' need to be shut down immediately. He says the pro-terrorist rioters need to be expelled & arrested if they trespass, threaten other students or interfere with law enforcement. And foreign student rioters here on visas should be deported. He also says any faculty or staff participating should be suspended or fired... | 347 87% | 63 82% | 80 83% | 143 83% | 36 83% | 168 92% | 10 80% | 220 89% | 116 89% | 235 91% | 90 80% |

19-24. Total more likely to vote for Eigel

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|---|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| 24. Bill Eigel is the only candidate running for Governor who supports eliminating the personal property tax | 336 84% | 56 73% | 81 84% | 137 79% | 39 90% | 160 87% | 10 80% | 211 85% | 112 86% | 242 94% | 73 64% |
| 20. Bill Eigel is the political establishment's worst nightmare. Eigel was the first candidate for Governor to endorse President Trump & was named the most Conservative state legislator in Missouri. He'll fight the status quo & take on the corrupt career politicians who have been standing in the way of bold conservative change | 315 79% | 49 64% | 74 76% | 123 71% | 37 85% | 156 85% | 10 80% | 201 81% | 103 79% | 226 87% | 69 61% |
| 23. Bill Eigel says these pornographic & sexual books pushed by many on the left don't belong in our schools or our public libraries. As Governor, he has said he'll do whatever he has to do to rid our schools of them, even if it means burning them on the front lawn of the governor's mansion to send a message to the liberals that we won't tolerate their indoctrination in Missouri | 276 69% | 42 54% | 66 68% | 107 62% | 31 71% | 137 75% | 9 72% | 174 70% | 91 70% | 193 75% | 64 57% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

19-24. Much more likely to vote for Eigel

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---|------------|-------------|---------------|-----------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|-----------|-----------|------------|-------------|-----------|-------------|-----------|-------------------------------|----------------|------------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| 21. Bill Eigel believes boys shouldn't play on girls' sports teams & that men shouldn't be getting dressed in women's locker rooms. Period. No exceptions. And as Governor, Eigel will prohibit all gender change surgeries on minors | 323 81% | 121 80% | 74 83% | 53 78% | 74 82% | 15 78% | 51 80% | 51 79% | 46 82% | 23 74% | 51 87% | 41 81% | 45 80% | 164 82% | 159 79% | 80 80% | 65 78% | 178 82% | 75 81% | 89 83% | 70 77% | 89 82% | 238 82% | 37 71% | 276 80% | 47 84% |
| 22. Bill Eigel says these campus protests where they are shouting 'Death to America' need to be shut down immediately. He says the pro-terrorist rioters need to be expelled & arrested if they trespass, threaten other students or interfere with law enforcement. And foreign student rioters here on visas should be deported. He also says any faculty or staff participating should be suspended or fired... | 276 69% | 101 66% | 66 74% | 44 64% | 66 73% | 11 60% | 44 68% | 40 62% | 38 67% | 24 78% | 41 70% | 36 70% | 43 76% | 142 71% | 134 67% | 63 63% | 52 62% | 161 74% | 56 61% | 86 80% | 59 65% | 75 69% | 211 72% | 28 53% | 239 69% | 37 67% |
| 19. Bill Eigel will protect Missouri jobs & Missouri land. Eigel is the only candidate with a plan to prohibit foreign ownership of land within 500 miles of a Missouri military base & take back the thousands of acres that have already been sold to companies in foreign countries like China. Eigel says Missouri land should be owned by Missourians, not Communists who want to take our farms & take our jobs | 272 68% | 101 66% | 66 74% | 44 65% | 61 68% | 12 65% | 43 68% | 44 68% | 39 69% | 23 74% | 37 63% | 33 65% | 41 73% | 138 69% | 134 67% | 71 71% | 51 61% | 150 69% | 62 67% | 76 71% | 61 66% | 74 68% | 209 71% | 25 47% | 233 68% | 39 70% |

19-24. Much more likely to vote for Eigel

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---|-------------|-------------|---------------|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------------------------|----------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| 24. Bill Eigel is the only candidate running for Governor who supports eliminating the personal property tax | 263 66% | 100 66% | 53 59% | 45 66% | 64 71% | 14 72% | 45 70% | 39 61% | 36 65% | 15 50% | 40 68% | 37 73% | 36 65% | 136 68% | 127 63% | 73 73% | 54 64% | 136 63% | 64 69% | 72 67% | 63 69% | 64 59% | 198 68% | 31 59% | 229 66% | 34 61% |
| 20. Bill Eigel is the political establishment's worst nightmare. Eigel was the first candidate for Governor to endorse President Trump & was named the most Conservative state legislator in Missouri. He'll fight the status quo & take on the corrupt career politicians who have been standing in the way of bold conservative change | 223 56% | 78 51% | 56 62% | 32 46% | 58 64% | 12 65% | 33 51% | 32 49% | 34 61% | 20 64% | 30 51% | 30 58% | 33 59% | 121 61% | 102 51% | 50 50% | 50 59% | 123 57% | 55 59% | 66 62% | 45 50% | 57 52% | 182 62% | 15 29% | 197 57% | 26 47% |
| 23. Bill Eigel says these pornographic & sexual books pushed by many on the left don't belong in our schools or our public libraries. As Governor, he has said he'll do whatever he has to do to rid our schools of them, even if it means burning them on the front lawn of the governor's mansion to send a message to the liberals that we won't tolerate their indoctrination in Missouri | 220 55% | 66 43% | 61 69% | 36 52% | 58 64% | 4 21% | 33 51% | 32 50% | 39 69% | 19 60% | 34 57% | 34 66% | 27 48% | 121 60% | 100 50% | 49 49% | 49 58% | 123 57% | 54 59% | 67 62% | 43 47% | 56 52% | 173 59% | 19 37% | 193 56% | 28 50% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

19-24. Much more likely to vote for Eigel

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---|-------------------|------------|------------|-----------|-----------------|-----------|------------|-----------|-----------------------------------|-------------------|-----------------------|-----------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev- | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| 21. Bill Eigel believes boys shouldn't play on girls' sports teams & that men shouldn't be getting dressed in women's locker rooms. Period. No exceptions. And as Governor, Eigel will prohibit all gender change surgeries on minors | 323 81% | 103 79% | 133 84% | 87 78% | 187 84% | 94 79% | 281 82% | 33 74% | 138 83% | 63 77% | 84 86% | 20 76% | 107 84% | 216 79% | 290 83% | 31 64% | 120 90% | 20 48% | 184 81% | 216 84% | 45 72% | 62 77% | 142 75% | 29 79% | 151 88% | 220 80% |
| 22. Bill Eigel says these campus protests where they are shouting 'Death to America' need to be shut down immediately. He says the pro-terrorist rioters need to be expelled & arrested if they trespass, threaten other students or interfere with law enforcement. And foreign student rioters here on visas should be deported. He also says any faculty or staff participating should be suspended or fired... | 276 69% | 97 75% | 94 59% | 85 76% | 175 78% | 76 63% | 251 73% | 20 44% | 118 71% | 50 62% | 73 75% | 18 70% | 93 73% | 183 67% | 257 74% | 18 37% | 104 79% | 18 44% | 154 68% | 184 72% | 42 68% | 50 62% | 126 66% | 22 58% | 128 74% | 188 68% |
| 19. Bill Eigel will protect Missouri jobs & Missouri land. Eigel is the only candidate with a plan to prohibit foreign ownership of land within 500 miles of a Missouri military base & take back the thousands of acres that have already been sold to companies in foreign countries like China. Eigel says Missouri land should be owned by Missourians, not Communists who want to take our farms & take our jobs | 272 68% | 96 74% | 99 62% | 77 69% | 167 75% | 73 61% | 240 70% | 24 54% | 112 68% | 53 65% | 72 74% | 18 70% | 90 71% | 182 67% | 251 72% | 17 36% | 104 79% | 15 38% | 153 67% | 173 67% | 41 65% | 58 72% | 109 57% | 27 72% | 136 79% | 187 68% |

19-24. Much more likely to vote for Eigel

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| 24. Bill Eigel is the only candidate running for Governor who supports eliminating the personal property tax | 263 66% | 91 70% | 100 63% | 71 64% | 164 73% | 71 59% | 235 68% | 25 56% | 106 64% | 52 64% | 69 71% | 21 80% | 80 63% | 183 67% | 237 68% | 23 47% | 110 83% | 16 39% | 137 60% | 169 66% | 43 68% | 51 64% | 118 62% | 23 63% | 122 70% | 180 65% |
| 20. Bill Eigel is the political establishment's worst nightmare. Eigel was the first candidate for Governor to endorse President Trump & was named the most Conservative state legislator in Missouri. He'll fight the status quo & take on the corrupt career politicians who have been standing in the way of bold conservative change | 223 56% | 79 61% | 77 48% | 68 61% | 153 68% | 57 48% | 210 61% | 11 24% | 99 60% | 32 39% | 61 63% | 17 65% | 68 54% | 155 57% | 217 62% | 5 10% | 97 73% | 9 23% | 118 52% | 147 57% | 38 61% | 39 48% | 98 51% | 22 58% | 104 60% | 154 56% |
| 23. Bill Eigel says these pornographic & sexual books pushed by many on the left don't belong in our schools or our public libraries. As Governor, he has said he'll do whatever he has to do to rid our schools of them, even if it means burning them on the front lawn of the governor's mansion to send a message to the liberals that we won't tolerate their indoctrination in Missouri | 220 55% | 72 55% | 82 52% | 66 59% | 155 69% | 43 36% | 198 58% | 20 45% | 92 55% | 34 42% | 62 63% | 19 71% | 75 59% | 146 53% | 208 60% | 12 25% | 92 69% | 11 27% | 118 52% | 151 59% | 32 52% | 37 46% | 92 49% | 19 50% | 109 63% | 149 54% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

19-24. Much more likely to vote for Eigel

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|---|---|-----------|---------------|-----------|-------------|---|---------------|-----------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| 21. Bill Eigel believes boys shouldn't play on girls' sports teams & that men shouldn't be getting dressed in women's locker rooms. Period. No exceptions. And as Governor, Eigel will prohibit all gender change surgeries on minors | 323 81% | 52 94% | 71 79% | 54 66% | 145 85% | 203 94% | 20 53% | 26 54% | 73 75% | 121 95% | 18 53% | 24 51% | 60 71% | 152 94% | 55 73% | 50 90% | 105 80% | 24 76% | 194 82% | 66 74% | 102 78% | 168 76% | 83 89% | 71 83% | |
| 22. Bill Eigel says these campus protests where they are shouting 'Death to America' need to be shut down immediately. He says the pro-terrorist rioters need to be expelled & arrested if they trespass, threaten other students or interfere with law enforcement. And foreign student rioters here on visas should be deported. He also says any faculty or staff participating should be suspended or fired... | 276 69% | 46 84% | 62 70% | 50 61% | 116 68% | 193 90% | 15 39% | 21 43% | 47 48% | 118 92% | 12 35% | 18 40% | 36 43% | 148 92% | 49 65% | 44 79% | 92 71% | 19 60% | 165 69% | 57 63% | 85 65% | 142 64% | 71 76% | 63 74% | |
| 19. Bill Eigel will protect Missouri jobs & Missouri land. Eigel is the only candidate with a plan to prohibit foreign ownership of land within 500 miles of a Missouri military base & take back the thousands of acres that have already been sold to companies in foreign countries like China. Eigel says Missouri land should be owned by Missourians, not Communists who want to take our farms & take our jobs | 272 68% | 50 91% | 54 60% | 41 50% | 125 73% | 192 89% | 11 29% | 15 30% | 54 55% | 114 89% | 8 23% | 12 26% | 45 53% | 144 89% | 51 68% | 45 82% | 96 74% | 17 52% | 159 67% | 53 58% | 82 62% | 134 61% | 71 76% | 67 78% | |

19-24. Much more likely to vote for Eigel

| | | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|---|-------------|---|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| 24. Bill Eigel is the only candidate running for Governor who supports eliminating the personal property tax | 263 66% | 51 94% | 57 63% | 37 45% | 116 68% | 186 86% | 15 40% | 12 25% | 49 50% | 105 82% | 12 36% | 10 21% | 42 50% | 136 84% | 51 68% | 44 80% | 95 73% | 15 48% | 152 64% | 48 53% | 83 63% | 130 59% | 72 78% | 60 70% |
| 20. Bill Eigel is the political establishment's worst nightmare. Eigel was the first candidate for Governor to endorse President Trump & was named the most Conservative state legislator in Missouri. He'll fight the status quo & take on the corrupt career politicians who have been standing in the way of bold conservative change | 223 56% | 41 75% | 49 55% | 34 42% | 96 56% | 172 80% | 9 23% | 9 19% | 33 33% | 100 78% | 7 20% | 7 14% | 27 32% | 131 81% | 47 62% | 36 66% | 83 64% | 14 44% | 126 53% | 45 49% | 69 53% | 114 52% | 64 69% | 45 53% |
| 23. Bill Eigel says these pornographic & sexual books pushed by many on the left don't belong in our schools or our public libraries. As Governor, he has said he'll do whatever he has to do to rid our schools of them, even if it means burning them on the front lawn of the governor's mansion to send a message to the liberals that we won't tolerate their indoctrination in Missouri | 220 55% | 39 72% | 52 59% | 29 36% | 97 57% | 155 72% | 14 36% | 7 14% | 45 46% | 92 71% | 11 32% | 4 9% | 36 42% | 116 72% | 41 55% | 41 74% | 82 63% | 13 41% | 125 53% | 45 50% | 73 56% | 119 54% | 53 56% | 49 58% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

19-24. Much more likely to vote for Eigel

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|---|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| 21. Bill Eigel believes boys shouldn't play on girls' sports teams & that men shouldn't be getting dressed in women's locker rooms. Period. No exceptions. And as Governor, Eigel will prohibit all gender change surgeries on minors | 323 81% | 58 76% | 71 74% | 129 75% | 37 85% | 157 85% | 10 80% | 197 80% | 113 87% | 222 86% | 82 73% |
| 22. Bill Eigel says these campus protests where they are shouting 'Death to America' need to be shut down immediately. He says the pro-terrorist rioters need to be expelled & arrested if they trespass, threaten other students or interfere with law enforcement. And foreign student rioters here on visas should be deported. He also says any faculty or staff participating should be suspended or fired... | 276 69% | 49 64% | 63 66% | 112 65% | 32 73% | 132 72% | 9 74% | 171 69% | 94 72% | 192 74% | 69 61% |
| 19. Bill Eigel will protect Missouri jobs & Missouri land. Eigel is the only candidate with a plan to prohibit foreign ownership of land within 500 miles of a Missouri military base & take back the thousands of acres that have already been sold to companies in foreign countries like China. Eigel says Missouri land should be owned by Missourians, not Communists who want to take our farms & take our jobs | 272 68% | 44 57% | 56 58% | 100 58% | 30 70% | 142 77% | 10 80% | 169 68% | 92 71% | 191 74% | 66 58% |

19-24. Much more likely to vote for Eigel

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|---|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| 24. Bill Eigel is the only candidate running for Governor who supports eliminating the personal property tax | 263 66% | 41 53% | 60 62% | 100 58% | 33 77% | 129 70% | 9 72% | 162 65% | 91 70% | 196 76% | 52 46% |
| 20. Bill Eigel is the political establishment's worst nightmare. Eigel was the first candidate for Governor to endorse President Trump & was named the most Conservative state legislator in Missouri. He'll fight the status quo & take on the corrupt career politicians who have been standing in the way of bold conservative change | 223 56% | 29 38% | 55 57% | 84 48% | 33 77% | 106 58% | 9 72% | 138 56% | 74 57% | 157 61% | 50 44% |
| 23. Bill Eigel says these pornographic & sexual books pushed by many on the left don't belong in our schools or our public libraries. As Governor, he has said he'll do whatever he has to do to rid our schools of them, even if it means burning them on the front lawn of the governor's mansion to send a message to the liberals that we won't tolerate their indoctrination in Missouri | 220 55% | 26 34% | 48 50% | 74 43% | 27 62% | 119 65% | 7 57% | 131 53% | 81 62% | 152 59% | 54 48% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

25. Now I'd like to ask you a question I asked earlier. If the 2024 Republican Primary election for Governor was held today, for whom would you vote?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-----------------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|---------------------|-------------|---------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more Reps than Dems | tot. Reps | Ind/dont know |
| Bill Eigel | 215 54% | 75 49% | 53 59% | 32 47% | 56 62% | 10 55% | 36 56% | 30 46% | 31 56% | 18 57% | 35 59% | 27 53% | 29 51% | 113 57% | 102 51% | 45 45% | 41 49% | 129 60% | 51 55% | 62 58% | 35 38% | 67 62% | 171 59% | 18 33% | 189 55% | 27 48% |
| Mike Kehoe | 48 12% | 22 14% | 4 5% | 10 14% | 12 14% | 1 5% | 6 10% | 12 19% | 2 4% | 2 6% | 7 11% | 7 14% | 12 21% | 26 13% | 23 11% | 15 15% | 7 9% | 26 12% | 12 13% | 14 13% | 10 11% | 13 12% | 34 12% | 8 16% | 42 12% | 6 11% |
| Jay Ashcroft | 38 9% | 10 7% | 10 11% | 12 17% | 6 7% | 2 11% | 3 4% | 7 11% | 6 11% | 5 17% | 5 8% | 8 16% | 2 4% | 18 9% | 20 10% | 6 6% | 11 13% | 21 10% | 7 7% | 11 10% | 10 11% | 10 9% | 33 11% | 4 8% | 37 11% | 1 2% |
| Total don't know/none | 98 25% | 45 30% | 22 25% | 15 22% | 16 18% | 5 29% | 20 31% | 15 24% | 16 29% | 6 20% | 13 22% | 9 18% | 14 24% | 43 22% | 55 28% | 34 34% | 24 29% | 40 18% | 23 24% | 21 19% | 36 40% | 19 17% | 54 19% | 22 43% | 77 22% | 22 39% |
| None | 6 2% | 5 3% | 1 1% | - | - | - | 2 3% | 2 3% | - | 1 4% | - | - | 1 2% | 4 2% | 2 1% | - | 5 6% | 1 * | 3 3% | 1 1% | 2 2% | - | 1 * | 4 8% | 5 2% | 1 2% |
| Don't know | 92 23% | 40 26% | 21 24% | 15 22% | 16 18% | 5 29% | 18 28% | 13 20% | 16 29% | 5 16% | 13 22% | 9 18% | 13 22% | 39 20% | 53 26% | 34 34% | 19 23% | 39 18% | 19 21% | 20 18% | 34 37% | 19 17% | 53 18% | 18 35% | 71 21% | 21 37% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

25. Now I'd like to ask you a question I asked earlier. If the 2024 Republican Primary election for Governor was held today, for whom would you vote?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-----------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Bill Eigel | 215 54% | 78 60% | 78 49% | 59 53% | 144 64% | 52 43% | 195 57% | 17 39% | 94 56% | 37 45% | 65 67% | 10 38% | 63 50% | 152 56% | 205 59% | 9 20% | 99 75% | 12 30% | 104 46% | 144 56% | 32 51% | 39 49% | 87 46% | 24 64% | 105 61% | 157 57% |
| Mike Kehoe | 48 12% | 11 8% | 23 14% | 15 13% | 22 10% | 24 20% | 46 14% | 2 4% | 25 15% | 9 11% | 6 7% | 4 14% | 18 14% | 31 11% | 37 11% | 11 24% | 6 5% | 18 45% | 24 11% | 29 11% | 13 21% | 6 8% | 48 25% | - | - | 34 13% |
| Jay Ashcroft | 38 9% | 13 10% | 14 9% | 10 9% | 21 10% | 12 10% | 33 10% | 2 4% | 19 12% | 5 6% | 8 9% | 1 4% | 10 8% | 27 10% | 31 9% | 7 15% | 13 10% | 2 5% | 23 10% | 36 14% | 2 3% | - | 23 12% | 3 7% | 13 7% | 26 9% |
| Total don't know/none | 98 25% | 27 21% | 44 28% | 27 25% | 37 16% | 32 27% | 69 20% | 24 53% | 29 17% | 31 38% | 18 18% | 12 44% | 36 28% | 63 23% | 76 22% | 20 41% | 14 11% | 8 20% | 76 34% | 47 18% | 16 25% | 35 44% | 32 17% | 11 29% | 55 32% | 58 21% |
| None | 6 2% | - | 3 2% | 3 3% | - | 2 2% | 2 1% | 4 9% | 1 1% | - | - | 2 7% | 1 1% | 5 2% | 4 1% | 2 5% | - | 2 5% | 4 2% | 2 1% | 2 4% | 2 3% | - | 2 6% | 4 2% | 4 2% |
| Don't know | 92 23% | 27 21% | 41 26% | 24 22% | 37 16% | 30 25% | 67 19% | 20 43% | 27 16% | 31 38% | 18 18% | 10 36% | 34 27% | 58 21% | 72 21% | 18 37% | 14 11% | 6 15% | 72 32% | 45 18% | 14 22% | 33 41% | 32 17% | 9 23% | 51 30% | 54 19% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

25. Now I'd like to ask you a question I asked earlier. If the 2024 Republican Primary election for Governor was held today, for whom would you vote?

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-----------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Bill Eigel | 215 54% | 54 98% | 44 50% | 29 36% | 85 50% | 215 100% | - | - | - | 128 100% | - | - | - | 162 100% | 48 64% | 44 80% | 92 71% | 13 40% | 110 46% | 34 38% | 79 60% | 113 51% | 60 64% | 42 49% |
| Mike Kehoe | 48 12% | - | 3 3% | 46 56% | - | - | - | 48 100% | - | - | - | 46 100% | - | - | 13 18% | 6 11% | 19 15% | 8 24% | 21 9% | 19 21% | 16 12% | 35 16% | 10 11% | 3 4% |
| Jay Ashcroft | 38 9% | 1 2% | 34 38% | 1 1% | 1 1% | - | 38 100% | - | - | - | 34 100% | - | - | - | 4 6% | 2 4% | 7 5% | 7 22% | 24 10% | 16 18% | 19 14% | 35 16% | 1 1% | 2 2% |
| Total don't know/none | 98 25% | - | 8 10% | 5 7% | 85 49% | - | - | - | 98 100% | - | - | - | 85 100% | - | 9 12% | 3 5% | 12 9% | 5 14% | 82 34% | 21 23% | 17 13% | 37 17% | 23 24% | 38 45% |
| None | 6 2% | - | - | - | 6 4% | - | - | - | 6 6% | - | - | - | 6 8% | - | 2 3% | - | 2 2% | - | 4 2% | 2 2% | - | 2 1% | 3 3% | 1 1% |
| Don't know | 92 23% | - | 8 10% | 5 7% | 78 46% | - | - | - | 92 94% | - | - | - | 78 92% | - | 7 9% | 3 5% | 10 8% | 5 14% | 78 33% | 18 20% | 17 13% | 35 16% | 19 21% | 37 44% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

25. Now I'd like to ask you a question I asked earlier. If the 2024 Republican Primary election for Governor was held today, for whom would you vote?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Bill Eigel | 215 54% | 24 31% | 54 56% | 77 45% | 29 66% | 109 60% | 9 72% | 139 56% | 66 50% | 160 62% | 43 38% |
| Mike Kehoe | 48 12% | 29 37% | 18 19% | 47 27% | 2 4% | - | 1 10% | 30 12% | 16 12% | 17 7% | 30 27% |
| Jay Ashcroft | 38 9% | 9 12% | 10 11% | 20 11% | 2 4% | 16 9% | 1 8% | 21 8% | 16 12% | 23 9% | 10 9% |
| Total don't know/none | 98 25% | 15 20% | 14 15% | 29 17% | 11 25% | 58 32% | 1 10% | 57 23% | 33 25% | 59 23% | 30 26% |
| None | 6 2% | 2 3% | - | 2 1% | 1 2% | 3 2% | - | 2 1% | 2 2% | 3 1% | 1 1% |
| Don't know | 92 23% | 13 17% | 14 15% | 27 16% | 10 23% | 55 30% | 1 10% | 55 22% | 31 23% | 56 22% | 28 25% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

10/25. Initial vs. informed Governor primary ballots

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|------------------------|-------------|-------------|---------------|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------------------------|----------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Eigel on both | 128 32% | 43 28% | 38 42% | 17 25% | 31 34% | 5 26% | 19 29% | 20 31% | 19 34% | 12 40% | 22 38% | 13 25% | 19 33% | 65 32% | 64 32% | 27 27% | 18 21% | 83 38% | 25 27% | 39 37% | 20 22% | 44 40% | 101 35% | 9 17% | 110 32% | 18 33% |
| Ashcroft on both | 34 8% | 9 6% | 8 9% | 12 17% | 5 5% | 1 6% | 3 4% | 7 11% | 6 11% | 3 10% | 5 8% | 7 14% | 2 4% | 17 8% | 17 9% | 4 4% | 10 12% | 20 9% | 6 6% | 11 10% | 8 9% | 9 8% | 30 10% | 3 6% | 33 9% | 1 2% |
| Kehoe on both | 46 11% | 21 14% | 4 5% | 9 12% | 12 14% | 1 5% | 6 10% | 11 17% | 2 4% | 2 6% | 7 11% | 6 11% | 12 21% | 25 12% | 21 11% | 15 15% | 7 9% | 24 11% | 12 13% | 12 12% | 10 11% | 11 10% | 31 11% | 8 16% | 40 12% | 6 11% |
| Move to Eigel | 162 40% | 51 34% | 41 45% | 25 36% | 46 50% | 8 42% | 26 41% | 18 28% | 23 42% | 16 50% | 30 51% | 19 38% | 21 38% | 83 41% | 79 39% | 26 26% | 30 36% | 106 49% | 34 37% | 49 46% | 22 24% | 57 52% | 128 44% | 14 26% | 141 41% | 20 36% |
| Don't know/none on Q25 | 98 25% | 45 30% | 22 25% | 15 22% | 16 18% | 5 29% | 20 31% | 15 24% | 16 29% | 6 20% | 13 22% | 9 18% | 14 24% | 43 22% | 55 28% | 34 34% | 24 29% | 40 18% | 23 24% | 21 19% | 36 40% | 19 17% | 54 19% | 22 43% | 77 22% | 22 39% |
| Other | 36 9% | 16 10% | 6 7% | 6 8% | 8 9% | 3 18% | 7 11% | 4 6% | 3 6% | 3 9% | 1 2% | 8 15% | 6 11% | 18 9% | 17 9% | 12 12% | 8 10% | 16 7% | 11 12% | 7 6% | 8 9% | 9 8% | 31 11% | 3 5% | 33 10% | 2 4% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

10/25. Initial vs. informed Governor primary ballots

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Eigel on both | 128 32% | 48 37% | 44 28% | 36 32% | 83 37% | 33 27% | 116 34% | 10 22% | 59 36% | 20 24% | 39 40% | 5 18% | 38 30% | 90 33% | 120 34% | 8 17% | 56 43% | 7 17% | 65 28% | 95 37% | 9 15% | 24 29% | 63 33% | 8 22% | 58 33% | 96 35% |
| Ashcroft on both | 34 8% | 12 10% | 14 9% | 8 7% | 19 9% | 10 8% | 29 8% | 2 4% | 18 11% | 4 4% | 8 8% | 1 4% | 10 8% | 23 9% | 28 8% | 6 13% | 12 9% | 1 2% | 21 9% | 34 13% | - | - | 22 11% | 3 7% | 10 6% | 25 9% |
| Kehoe on both | 46 11% | 11 8% | 20 13% | 15 13% | 20 9% | 24 20% | 44 13% | 2 4% | 23 14% | 9 11% | 6 7% | 4 14% | 15 12% | 31 11% | 34 10% | 11 24% | 5 4% | 18 45% | 23 10% | 27 10% | 13 21% | 6 8% | 46 24% | - | - | 33 12% |
| Move to Eigel | 162 40% | 61 47% | 57 36% | 44 39% | 113 50% | 37 31% | 150 44% | 9 20% | 73 44% | 27 33% | 47 49% | 7 26% | 46 36% | 116 42% | 153 44% | 8 16% | 50 38% | 10 26% | 101 44% | 121 47% | 9 15% | 32 39% | 72 38% | 8 22% | 81 47% | 112 41% |
| Don't know/none on Q25 | 98 25% | 27 21% | 44 28% | 27 25% | 37 16% | 32 27% | 69 20% | 24 53% | 29 17% | 31 38% | 18 18% | 12 44% | 36 28% | 63 23% | 76 22% | 20 41% | 14 11% | 8 20% | 76 34% | 47 18% | 16 25% | 35 44% | 32 17% | 11 29% | 55 32% | 58 21% |
| Other | 36 9% | 10 8% | 13 8% | 13 11% | 25 11% | 7 6% | 32 9% | 4 9% | 18 11% | 6 7% | 7 7% | 2 8% | 11 9% | 24 9% | 34 10% | 2 4% | 29 22% | 2 5% | 5 2% | 14 5% | 20 31% | 2 3% | 7 4% | 13 34% | 15 9% | 27 10% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

10/25. Initial vs. informed Governor primary ballots

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|------------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Eigel on both | 128 32% | 24 45% | 25 28% | 25 31% | 53 31% | 128 60% | - | - | - | 128 100% | - | - | - | 104 64% | 20 27% | 29 52% | 49 37% | 5 15% | 75 31% | 18 20% | 58 44% | 76 34% | 27 29% | 26 30% |
| Ashcroft on both | 34 8% | - | 34 38% | - | - | - | 34 89% | - | - | - | 34 100% | - | - | - | 2 3% | 2 4% | 5 3% | 7 22% | 22 9% | 16 18% | 16 12% | 32 15% | 1 1% | 1 1% |
| Kehoe on both | 46 11% | - | - | 46 56% | - | - | - | 46 95% | - | - | - | 46 100% | - | - | 13 18% | 5 9% | 18 14% | 8 24% | 20 8% | 18 20% | 16 12% | 34 15% | 9 9% | 3 4% |
| Move to Eigel | 162 40% | - | 44 50% | 29 36% | 85 50% | 162 75% | - | - | - | 104 81% | - | - | - | 162 100% | 15 20% | 28 50% | 43 33% | 11 34% | 108 46% | 31 35% | 63 48% | 95 43% | 30 33% | 37 43% |
| Don't know/none on Q25 | 98 25% | - | 8 10% | 5 7% | 85 49% | - | - | - | 98 100% | - | - | - | 85 100% | - | 9 12% | 3 5% | 12 9% | 5 14% | 82 34% | 21 23% | 17 13% | 37 17% | 23 24% | 38 45% |
| Other | 36 9% | 30 55% | 3 3% | 1 1% | 1 1% | 29 14% | 4 11% | 3 5% | - | - | - | - | - | - | 22 29% | 9 16% | 31 23% | 1 3% | 4 2% | 4 5% | 7 5% | 11 5% | 20 22% | 5 6% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

10/25. Initial vs. informed Governor primary ballots

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|------------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Eigel on both | 128 32% | 19 24% | 40 42% | 59 34% | 7 17% | 62 34% | 5 36% | 87 35% | 36 27% | 87 34% | 33 29% |
| Ashcroft on both | 34 8% | 9 12% | 10 10% | 19 11% | 2 4% | 13 7% | 1 8% | 19 8% | 14 11% | 22 8% | 9 8% |
| Kehoe on both | 46 11% | 26 34% | 18 19% | 44 26% | 2 4% | - | 1 10% | 29 12% | 15 11% | 16 6% | 29 26% |
| Move to Eigel | 162 40% | 20 26% | 43 45% | 63 36% | 12 28% | 86 47% | 6 48% | 106 43% | 50 38% | 116 45% | 34 30% |
| Don't know/none on Q25 | 98 25% | 15 20% | 14 15% | 29 17% | 11 25% | 58 32% | 1 10% | 57 23% | 33 25% | 59 23% | 30 26% |
| Other | 36 9% | 4 5% | 5 5% | 9 5% | 13 29% | 14 8% | 2 14% | 23 9% | 11 8% | 27 10% | 7 6% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

26. IF Q25=RESPONSE 1-9 (CANDIDATE CHOSEN): Which of those candidates would be your second choice?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-----------------------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|------------|------------|-------------|------------|------------|------------|------------|-------------------------------|----------------|-------------|---------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more than Dems | tot. Reps | Ind/dont know |
| Jay Ashcroft | 74 25% | 30 28% | 17 26% | 12 22% | 15 20% | 5 40% | 12 26% | 16 32% | 9 23% | 5 20% | 12 26% | 8 19% | 7 17% | 44 28% | 30 21% | 19 28% | 6 10% | 49 28% | 15 22% | 28 33% | 9 17% | 21 23% | 58 24% | 5 18% | 63 24% | 11 32% |
| Mike Kehoe | 56 18% | 23 22% | 6 8% | 9 18% | 18 24% | 3 25% | 9 21% | 12 25% | 8 20% | 1 4% | 9 21% | 8 19% | 4 10% | 27 17% | 29 20% | 7 11% | 13 21% | 36 20% | 10 14% | 17 20% | 10 18% | 19 21% | 46 19% | 2 7% | 48 18% | 8 22% |
| Bill Eigel | 33 11% | 13 12% | 5 8% | 11 21% | 3 4% | 1 7% | 5 11% | 4 9% | 3 8% | 2 9% | 6 12% | 8 20% | 3 8% | 17 11% | 15 11% | 5 7% | 10 16% | 18 10% | 5 7% | 13 14% | 10 17% | 6 6% | 29 12% | 3 11% | 32 12% | 1 2% |
| Chris Wright | 7 2% | - | 1 1% | 1 2% | 5 7% | - | - | 1 2% | 1 3% | - | 1 2% | 2 5% | 2 4% | 5 3% | 2 1% | 2 3% | 3 5% | 2 1% | 3 4% | 2 2% | 2 3% | - | 5 2% | - | 5 2% | 2 6% |
| Amber Thomsen | 4 1% | 1 1% | 2 2% | 1 1% | - | 1 9% | - | - | 1 1% | 1 4% | - | 1 2% | - | 2 1% | 2 1% | 1 2% | - | 2 1% | 1 1% | 1 1% | 1 1% | 1 1% | 4 1% | - | 4 1% | - |
| Total don't know/none | 129 43% | 39 37% | 37 55% | 20 36% | 34 45% | 2 18% | 19 42% | 16 32% | 18 46% | 15 63% | 18 39% | 15 35% | 25 60% | 62 40% | 67 46% | 32 49% | 28 47% | 69 39% | 37 52% | 25 29% | 24 43% | 43 48% | 97 41% | 19 64% | 116 43% | 13 38% |
| None | 17 6% | 5 4% | 6 8% | - | 6 9% | - | 3 6% | 1 2% | 4 9% | 2 8% | 1 2% | 3 8% | 3 7% | 8 5% | 8 6% | 8 12% | 5 9% | 3 2% | 6 9% | 2 3% | 7 13% | 1 1% | 11 5% | 4 13% | 15 6% | 1 3% |
| Don't know | 112 37% | 35 32% | 31 46% | 20 36% | 27 36% | 2 18% | 16 36% | 15 30% | 14 37% | 14 55% | 17 37% | 11 27% | 22 53% | 54 34% | 59 40% | 24 37% | 23 38% | 65 37% | 31 44% | 23 27% | 16 29% | 42 47% | 85 36% | 15 51% | 100 38% | 12 35% |
| TOTAL | 302 100% | 107 100% | 67 100% | 53 100% | 74 100% | 14 100% | 44 100% | 49 100% | 40 100% | 25 100% | 46 100% | 42 100% | 42 100% | 157 100% | 145 100% | 66 100% | 60 100% | 176 100% | 70 100% | 87 100% | 55 100% | 90 100% | 238 100% | 30 100% | 268 100% | 34 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

26. IF Q25=RESPONSE 1-9 (CANDIDATE CHOSEN): Which of those candidates would be your second choice?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-----------------------|-------------------|-------------|-------------|------------|-----------------|------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Jay Ashcroft | 74 25% | 22 21% | 32 28% | 20 24% | 48 25% | 21 24% | 69 25% | 5 25% | 40 29% | 8 17% | 19 24% | 2 14% | 18 20% | 56 27% | 67 24% | 7 26% | 32 27% | 10 31% | 32 21% | 70 33% | 1 2% | 4 8% | 32 20% | 7 26% | 35 30% | 49 23% |
| Mike Kehoe | 56 18% | 19 19% | 15 13% | 21 25% | 39 21% | 14 16% | 53 19% | - | 19 14% | 4 9% | 26 32% | 5 32% | 20 22% | 36 17% | 50 18% | 5 19% | 24 20% | 3 10% | 29 19% | 40 19% | 9 18% | 7 15% | 47 30% | 2 8% | 6 5% | 45 21% |
| Bill Eigel | 33 11% | 7 7% | 13 11% | 12 15% | 18 9% | 13 15% | 31 11% | 2 9% | 17 13% | 5 10% | 3 4% | 2 11% | 12 13% | 21 10% | 28 10% | 5 17% | 11 9% | 3 9% | 19 12% | 27 13% | 5 10% | 1 2% | 25 16% | 1 3% | 6 5% | 21 10% |
| Chris Wright | 7 2% | 1 1% | 3 2% | 3 3% | 6 3% | 1 1% | 7 2% | - | 4 3% | 2 4% | 1 1% | - | 2 2% | 5 2% | 7 2% | - | 3 3% | 4 11% | - | 3 1% | 4 8% | - | 4 2% | 2 7% | 1 1% | 7 3% |
| Amber Thomsen | 4 1% | 4 3% | - | - | 4 2% | - | 4 1% | - | 2 1% | - | 2 2% | - | 2 2% | 1 1% | 4 1% | - | 3 3% | - | 1 * | 1 1% | 1 2% | 1 3% | 1 1% | 2 6% | 1 1% | 3 1% |
| Total don't know/none | 129 43% | 49 48% | 52 45% | 27 32% | 74 39% | 39 44% | 112 41% | 14 65% | 56 41% | 31 61% | 29 36% | 6 43% | 37 41% | 91 43% | 118 43% | 11 38% | 45 38% | 12 38% | 71 47% | 68 33% | 28 59% | 33 73% | 48 30% | 13 48% | 68 58% | 92 42% |
| None | 17 6% | 8 8% | 4 3% | 5 6% | 8 4% | 8 9% | 17 6% | - | 9 6% | 3 7% | 2 3% | 1 4% | 5 5% | 12 6% | 14 5% | 2 9% | 6 5% | 5 17% | 6 4% | 4 2% | 7 15% | 5 12% | 6 4% | 2 9% | 8 7% | 13 6% |
| Don't know | 112 37% | 41 40% | 48 42% | 22 27% | 65 35% | 30 35% | 95 35% | 14 65% | 48 35% | 27 54% | 27 34% | 6 39% | 33 36% | 80 38% | 104 38% | 8 30% | 39 33% | 7 22% | 66 44% | 64 31% | 20 44% | 28 61% | 41 26% | 10 39% | 60 51% | 78 36% |
| TOTAL | 302 100% | 102 100% | 115 100% | 84 100% | 187 100% | 87 100% | 275 100% | 21 100% | 138 100% | 51 100% | 80 100% | 15 100% | 91 100% | 210 100% | 272 100% | 28 100% | 118 100% | 32 100% | 151 100% | 209 100% | 47 100% | 45 100% | 158 100% | 27 100% | 117 100% | 217 100% |

26. IF Q25=RESPONSE 1-9 (CANDIDATE CHOSEN): Which of those candidates would be your second choice?

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-----------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Jay Ashcroft | 74 25% | 11 21% | 35 43% | 15 19% | 12 14% | 59 27% | - | 15 31% | - | 37 29% | - | 14 30% | - | 48 30% | 17 26% | 16 31% | 34 28% | 7 26% | 33 21% | 26 37% | 37 33% | 63 34% | 8 12% | 2 5% | |
| Mike Kehoe | 56 18% | 11 20% | 11 13% | 28 36% | 6 7% | 50 23% | 6 15% | - | - | 38 30% | 5 13% | - | - | 39 24% | 15 23% | 12 23% | 27 23% | 5 18% | 24 15% | 14 20% | 26 22% | 40 22% | 12 18% | 4 8% | |
| Bill Eigel | 33 11% | - | 18 22% | 15 20% | - | - | 16 43% | 17 34% | - | - | 16 48% | 15 33% | - | - | 2 4% | 4 8% | 6 5% | 4 16% | 22 14% | 8 12% | 13 11% | 21 11% | 8 12% | 3 7% | |
| Chris Wright | 7 2% | 2 4% | 2 2% | 2 2% | - | 4 2% | 1 2% | 2 4% | - | 1 1% | 1 2% | 2 4% | - | 2 1% | 1 1% | 3 6% | 4 4% | 2 6% | 1 1% | 1 1% | 1 1% | 2 1% | 5 7% | - | |
| Amber Thomsen | 4 1% | 2 3% | - | - | 1 1% | 4 2% | - | - | - | - | - | - | - | 2 1% | 2 3% | 1 2% | 3 3% | - | 1 *% | - | - | - | 3 4% | 1 1% | |
| Total don't know/none | 129 43% | 29 52% | 16 19% | 17 22% | 67 78% | 98 46% | 15 41% | 15 32% | - | 52 41% | 12 36% | 15 33% | - | 71 44% | 28 43% | 16 30% | 44 37% | 9 34% | 75 48% | 21 30% | 37 33% | 58 31% | 33 47% | 38 79% | |
| None | 17 6% | 7 13% | 1 1% | 4 6% | 4 5% | 10 5% | 2 5% | 4 9% | - | 4 3% | 1 3% | 4 9% | - | 4 2% | 11 16% | - | 11 9% | 1 3% | 5 3% | 5 7% | 4 3% | 9 5% | 5 7% | 3 7% | |
| Don't know | 112 37% | 21 39% | 15 18% | 12 16% | 63 73% | 88 41% | 13 35% | 11 23% | - | 48 37% | 11 34% | 11 24% | - | 67 41% | 18 27% | 16 30% | 33 28% | 9 32% | 70 45% | 16 23% | 34 29% | 49 27% | 29 41% | 34 72% | |
| TOTAL | 302 100% | 55 100% | 81 100% | 76 100% | 86 100% | 215 100% | 38 100% | 48 100% | - | 128 100% | 34 100% | 46 100% | - | 162 100% | 66 100% | 52 100% | 118 100% | 27 100% | 156 100% | 70 100% | 114 100% | 184 100% | 70 100% | 47 100% | |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

26. IF Q25=RESPONSE 1-9 (CANDIDATE CHOSEN): Which of those candidates would be your second choice?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Jay Ashcroft | 74 25% | 13 20% | 18 22% | 31 21% | 8 26% | 35 28% | 4 35% | 45 23% | 25 26% | 52 26% | 22 26% |
| Mike Kehoe | 56 18% | 18 29% | 29 35% | 47 32% | 3 9% | 6 5% | 1 6% | 39 21% | 16 16% | 34 17% | 21 25% |
| Bill Eigel | 33 11% | 15 24% | 9 12% | 25 17% | 1 3% | 7 6% | 1 9% | 21 11% | 11 11% | 24 12% | 9 11% |
| Chris Wright | 7 2% | 2 3% | 1 1% | 3 2% | 4 12% | - | - | 7 4% | - | 5 3% | 2 2% |
| Amber Thomsen | 4 1% | - | 1 2% | 1 1% | 1 3% | 1 1% | - | 2 1% | 2 2% | 4 2% | - |
| Total don't know/none | 129 43% | 14 23% | 24 29% | 38 26% | 15 47% | 76 61% | 6 50% | 77 41% | 44 45% | 82 41% | 30 36% |
| None | 17 6% | 3 5% | 5 6% | 8 6% | 2 7% | 6 5% | 2 15% | 7 4% | 6 6% | 12 6% | 4 5% |
| Don't know | 112 37% | 11 18% | 19 23% | 30 21% | 13 39% | 70 56% | 4 35% | 70 37% | 38 39% | 70 35% | 26 31% |
| TOTAL | 302 100% | 62 100% | 82 100% | 144 100% | 32 100% | 125 100% | 12 100% | 190 100% | 97 100% | 200 100% | 84 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

25/26. Now I'd like to ask you a question I asked earlier. If the 2024 Republican Primary election for Governor was held today, for whom would you vote? Which of those candidates would be your second choice?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-----------------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|---------------------|-------------|---------------|
| | TOTAL | Saint Louis | Kansas City | Springfield | elsewhere | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mostly Reps | more Reps than Dems | tot. Reps | Ind/dont know |
| Bill Eigel | 248 62% | 88 58% | 58 65% | 43 64% | 59 65% | 11 60% | 41 63% | 34 53% | 34 61% | 20 64% | 41 69% | 35 69% | 32 57% | 131 65% | 117 59% | 49 49% | 51 61% | 147 68% | 56 61% | 75 70% | 44 49% | 73 67% | 200 68% | 21 40% | 221 64% | 27 49% |
| Jay Ashcroft | 112 28% | 40 27% | 27 31% | 23 34% | 21 23% | 8 40% | 14 22% | 23 35% | 15 27% | 10 33% | 16 28% | 16 31% | 9 17% | 61 31% | 51 25% | 25 25% | 17 20% | 70 33% | 22 24% | 39 37% | 20 22% | 31 28% | 91 31% | 9 18% | 100 29% | 12 21% |
| Mike Kehoe | 104 26% | 45 30% | 10 11% | 19 28% | 30 33% | 4 23% | 15 24% | 24 38% | 10 18% | 3 10% | 16 27% | 15 30% | 16 28% | 53 26% | 52 26% | 22 22% | 20 24% | 62 29% | 22 24% | 31 29% | 20 22% | 31 29% | 80 27% | 10 20% | 90 26% | 14 25% |
| Chris Wright | 7 2% | - | 1 1% | 1 1% | 5 6% | - | - | 1 2% | 1 2% | - | 1 2% | 2 4% | 2 3% | 5 2% | 2 1% | 2 2% | 3 3% | 2 1% | 3 3% | 2 2% | 2 2% | - | 5 2% | - | 5 1% | 2 4% |
| Amber Thomsen | 4 1% | 1 1% | 2 2% | 1 1% | - | 1 7% | - | - | 1 1% | 1 3% | - | 1 1% | - | 2 1% | 2 1% | 1 1% | - | 2 1% | 1 1% | 1 1% | 1 1% | 1 1% | 4 1% | - | 4 1% | - |
| Total don't know/none | 227 57% | 84 56% | 59 66% | 34 50% | 50 55% | 8 41% | 38 60% | 31 48% | 35 62% | 22 70% | 31 53% | 24 47% | 39 70% | 105 53% | 122 61% | 66 67% | 52 62% | 108 50% | 59 64% | 46 43% | 60 65% | 62 57% | 151 52% | 42 80% | 193 56% | 35 62% |
| None | 23 6% | 10 6% | 7 8% | - | 6 7% | - | 5 7% | 3 5% | 4 7% | 3 10% | 1 2% | 3 7% | 4 7% | 12 6% | 11 5% | 8 8% | 11 13% | 4 2% | 9 10% | 3 3% | 9 10% | 1 1% | 13 4% | 8 16% | 21 6% | 2 4% |
| Don't know | 204 51% | 75 49% | 52 58% | 34 50% | 43 48% | 8 41% | 34 53% | 28 43% | 31 55% | 19 60% | 30 51% | 20 40% | 35 62% | 93 46% | 111 56% | 59 59% | 42 50% | 104 48% | 50 54% | 43 40% | 50 55% | 61 56% | 138 47% | 33 64% | 172 50% | 32 58% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

25/26. Now I'd like to ask you a question I asked earlier. If the 2024 Republican Primary election for Governor was held today, for whom would you vote? Which of those candidates would be your second choice?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-----------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Bill Eigel | 248 62% | 86 66% | 91 57% | 72 64% | 161 72% | 65 54% | 226 66% | 19 43% | 111 67% | 42 51% | 68 70% | 12 44% | 75 59% | 173 63% | 233 67% | 14 30% | 110 83% | 15 37% | 123 54% | 171 67% | 36 58% | 40 50% | 112 59% | 25 66% | 111 64% | 178 65% |
| Jay Ashcroft | 112 28% | 35 27% | 46 29% | 30 27% | 69 31% | 33 27% | 102 30% | 7 16% | 59 36% | 13 16% | 28 28% | 3 12% | 29 23% | 83 30% | 97 28% | 15 30% | 45 34% | 12 30% | 55 24% | 105 41% | 3 5% | 4 5% | 55 29% | 10 26% | 47 27% | 75 27% |
| Mike Kehoe | 104 26% | 30 23% | 38 24% | 37 33% | 62 27% | 38 32% | 100 29% | 2 4% | 44 26% | 14 17% | 32 33% | 9 32% | 38 30% | 67 24% | 86 25% | 17 35% | 30 22% | 22 53% | 53 23% | 70 27% | 22 34% | 13 16% | 96 50% | 2 6% | 6 4% | 80 29% |
| Chris Wright | 7 2% | 1 1% | 3 2% | 3 3% | 6 3% | 1 1% | 7 2% | - | 4 2% | 2 2% | 1 1% | - | 2 2% | 5 2% | 7 2% | - | 3 2% | 4 9% | - | 3 1% | 4 6% | - | 4 2% | 2 5% | 1 1% | 7 2% |
| Amber Thomsen | 4 1% | 4 3% | - | - | 4 2% | - | 4 1% | - | 2 1% | - | 2 2% | - | 2 2% | 1 * | 4 1% | - | 3 2% | - | 1 * | 1 1% | 1 2% | 1 2% | 1 1% | 2 5% | 1 * | 3 1% |
| Total don't know/none | 227 57% | 77 59% | 96 61% | 54 49% | 110 49% | 71 59% | 181 53% | 38 84% | 85 51% | 62 76% | 47 48% | 18 68% | 73 58% | 154 56% | 194 56% | 31 64% | 59 45% | 21 51% | 147 65% | 116 45% | 43 69% | 68 85% | 80 42% | 24 63% | 123 71% | 150 54% |
| None | 23 6% | 8 6% | 7 4% | 8 7% | 8 4% | 10 9% | 19 5% | 4 9% | 10 6% | 3 4% | 2 2% | 3 9% | 6 5% | 17 6% | 18 5% | 5 10% | 6 4% | 8 19% | 10 4% | 6 2% | 9 15% | 8 9% | 6 3% | 5 12% | 12 7% | 18 7% |
| Don't know | 204 51% | 69 53% | 89 56% | 46 42% | 102 45% | 61 50% | 162 47% | 33 74% | 75 45% | 58 72% | 45 46% | 15 58% | 67 53% | 137 50% | 176 50% | 26 54% | 54 41% | 13 32% | 138 61% | 110 43% | 34 54% | 61 75% | 74 39% | 19 51% | 111 65% | 132 48% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

25/26. Now I'd like to ask you a question I asked earlier. If the 2024 Republican Primary election for Governor was held today, for whom would you vote? Which of those candidates would be your second choice?

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-----------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Bill Eigel | 248 62% | 54 98% | 62 69% | 45 55% | 85 50% | 215 100% | 16 43% | 17 34% | - | 128 100% | 16 48% | 15 33% | - | 162 100% | 51 67% | 48 87% | 99 76% | 17 53% | 132 56% | 42 47% | 92 70% | 135 61% | 68 73% | 45 53% | |
| Jay Ashcroft | 112 28% | 12 23% | 69 77% | 16 19% | 13 8% | 59 27% | 38 100% | 15 31% | - | 37 29% | 34 100% | 14 30% | - | 48 30% | 22 29% | 18 33% | 40 31% | 14 44% | 58 24% | 42 47% | 56 43% | 98 44% | 9 10% | 4 5% | |
| Mike Kehoe | 104 26% | 11 20% | 13 15% | 74 90% | 6 4% | 50 23% | 6 15% | 48 100% | - | 38 30% | 5 13% | 46 100% | - | 39 24% | 28 38% | 18 33% | 47 36% | 13 40% | 45 19% | 33 37% | 42 32% | 75 34% | 22 24% | 7 8% | |
| Chris Wright | 7 2% | 2 4% | 2 2% | 2 2% | - | 4 2% | 1 2% | 2 4% | - | 1 1% | 1 2% | 2 4% | - | 2 1% | 1 1% | 3 6% | 4 3% | 2 5% | 1 *% | 1 1% | 1 1% | 2 1% | 5 5% | - | |
| Amber Thomsen | 4 1% | 2 3% | - | - | 1 1% | 4 2% | - | - | - | - | - | - | - | 2 1% | 2 2% | 1 2% | 3 2% | - | 1 *% | - | - | - | 3 3% | 1 1% | |
| Total don't know/none | 227 57% | 29 52% | 24 27% | 22 27% | 152 89% | 98 46% | 15 41% | 15 32% | 98 100% | 52 41% | 12 36% | 15 33% | 85 100% | 71 44% | 38 50% | 18 33% | 56 43% | 14 44% | 157 66% | 41 46% | 54 41% | 95 43% | 56 60% | 76 89% | |
| None | 23 6% | 7 13% | 1 1% | 4 5% | 10 6% | 10 5% | 2 5% | 4 9% | 6 6% | 4 3% | 1 3% | 4 9% | 6 8% | 4 2% | 13 17% | - | 13 10% | 1 3% | 9 4% | 7 8% | 4 3% | 11 5% | 8 8% | 4 5% | |
| Don't know | 204 51% | 21 39% | 23 26% | 18 22% | 141 83% | 88 41% | 13 35% | 11 23% | 92 94% | 48 37% | 11 34% | 11 24% | 78 92% | 67 41% | 25 33% | 18 33% | 43 33% | 13 41% | 148 62% | 34 38% | 50 38% | 85 38% | 48 52% | 72 83% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

25/26. Now I'd like to ask you a question I asked earlier. If the 2024 Republican Primary election for Governor was held today, for whom would you vote? Which of those candidates would be your second choice?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Bill Eigel | 248 62% | 39 51% | 63 65% | 102 59% | 30 69% | 116 63% | 10 80% | 160 65% | 77 59% | 184 71% | 52 46% |
| Jay Ashcroft | 112 28% | 22 29% | 29 30% | 51 29% | 10 24% | 51 28% | 5 40% | 65 26% | 41 32% | 74 29% | 32 28% |
| Mike Kehoe | 104 26% | 47 61% | 47 49% | 94 54% | 5 10% | 6 3% | 2 16% | 69 28% | 32 24% | 51 20% | 51 45% |
| Chris Wright | 7 2% | 2 2% | 1 1% | 3 2% | 4 9% | - | - | 7 3% | - | 5 2% | 2 2% |
| Amber Thomsen | 4 1% | - | 1 1% | 1 1% | 1 2% | 1 1% | - | 2 1% | 2 1% | 4 1% | - |
| Total don't know/none | 227 57% | 29 38% | 38 39% | 67 39% | 26 60% | 134 73% | 7 54% | 135 54% | 76 59% | 141 55% | 60 53% |
| None | 23 6% | 5 7% | 5 5% | 10 6% | 3 8% | 9 5% | 2 13% | 9 3% | 8 6% | 15 6% | 5 5% |
| Don't know | 204 51% | 24 31% | 33 34% | 57 33% | 23 52% | 125 68% | 5 41% | 126 51% | 68 52% | 126 49% | 55 48% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

27. When it comes to politics, do you generally consider yourself Liberal, Moderate, or Conservative?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-----------------------|-------------|-------------|---------------|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------------------------|----------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Very Conservative | 224 56% | 77 51% | 48 53% | 41 59% | 58 65% | 6 29% | 32 50% | 36 56% | 32 56% | 17 54% | 34 57% | 34 67% | 34 61% | 116 58% | 108 54% | 49 49% | 53 63% | 122 57% | 54 58% | 63 58% | 48 52% | 60 55% | 195 67% | 14 26% | 208 60% | 16 28% |
| Somewhat Conservative | 120 30% | 53 35% | 27 30% | 18 26% | 22 24% | 10 53% | 23 36% | 21 33% | 10 18% | 10 33% | 17 28% | 15 29% | 15 26% | 57 28% | 63 32% | 38 38% | 20 24% | 61 28% | 27 29% | 30 28% | 32 35% | 32 29% | 68 23% | 27 52% | 95 28% | 25 45% |
| Total Conservative | 344 86% | 130 86% | 75 84% | 58 85% | 80 89% | 16 82% | 55 86% | 57 89% | 42 74% | 27 87% | 50 85% | 49 96% | 49 87% | 173 87% | 171 85% | 87 87% | 73 87% | 184 85% | 81 87% | 92 86% | 80 87% | 91 84% | 262 90% | 41 78% | 303 88% | 41 73% |
| Moderate | 44 11% | 15 10% | 14 16% | 7 11% | 8 8% | 2 13% | 9 14% | 4 6% | 9 16% | 4 13% | 9 15% | 2 4% | 5 9% | 24 12% | 20 10% | 10 10% | 11 13% | 23 11% | 12 13% | 12 11% | 9 10% | 11 10% | 21 7% | 12 22% | 32 9% | 12 21% |
| Liberal | 1 *% | 1 1% | - | - | - | 1 5% | - | - | - | - | - | - | - | 1 1% | - | - | - | 1 *% | - | 1 1% | - | - | 1 *% | - | 1 *% | - |
| Don't know | 11 3% | 6 4% | - | 3 4% | 3 3% | - | - | 3 5% | 5 10% | - | - | - | 2 4% | 2 1% | 9 4% | 3 3% | - | 8 4% | - | 2 2% | 3 3% | 6 6% | 8 3% | - | 8 2% | 3 6% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

27. When it comes to politics, do you generally consider yourself Liberal, Moderate, or Conservative?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-----------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Very Conservative | 224 56% | 59 45% | 84 53% | 82 73% | 224 100% | - | 224 65% | - | 109 65% | 33 41% | 51 52% | 13 50% | 71 56% | 153 56% | 213 61% | 10 21% | 86 65% | 21 51% | 117 52% | 161 63% | 31 49% | 32 40% | 108 57% | 18 47% | 99 57% | 160 58% |
| Somewhat Conservative | 120 30% | 51 39% | 49 31% | 20 18% | - | 120 100% | 120 35% | - | 45 27% | 27 33% | 33 34% | 7 26% | 35 27% | 85 31% | 97 28% | 21 44% | 34 26% | 15 36% | 71 31% | 72 28% | 19 31% | 28 35% | 66 35% | 8 22% | 46 27% | 80 29% |
| Total Conservative | 344 86% | 110 84% | 133 84% | 101 91% | 224 100% | 120 100% | 344 100% | - | 154 93% | 60 74% | 84 86% | 20 76% | 106 84% | 238 87% | 309 89% | 31 65% | 120 91% | 35 87% | 188 83% | 233 91% | 50 81% | 60 75% | 174 92% | 26 69% | 144 84% | 240 87% |
| Moderate | 44 11% | 15 11% | 20 13% | 9 8% | - | - | - | 44 98% | 8 5% | 19 23% | 8 8% | 6 24% | 18 15% | 26 9% | 31 9% | 13 28% | 12 9% | 4 11% | 28 12% | 15 6% | 12 19% | 17 21% | 10 5% | 12 31% | 23 13% | 25 9% |
| Liberal | 1 *% | - | - | 1 1% | - | - | - | 1 2% | 1 1% | - | - | - | - | 1 *% | - | 1 2% | - | 1 2% | - | - | - | 1 1% | 1 1% | - | - | 1 *% |
| Don't know | 11 3% | 5 4% | 6 4% | - | - | - | - | - | 3 2% | 2 3% | 6 6% | - | 2 2% | 9 3% | 8 2% | 3 5% | - | - | 11 5% | 9 3% | - | 2 3% | 5 3% | - | 6 3% | 9 3% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

27. When it comes to politics, do you generally consider yourself Liberal, Moderate, or Conservative?

| | | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-----------------------|-------------|---|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Very Conservative | 224 56% | 32 58% | 63 70% | 46 56% | 81 47% | 144 67% | 21 57% | 22 46% | 37 37% | 83 65% | 19 57% | 20 43% | 27 32% | 113 70% | 40 54% | 40 73% | 80 62% | 16 49% | 128 54% | 58 64% | 77 59% | 135 61% | 46 50% | 43 50% |
| Somewhat Conservative | 120 30% | 15 27% | 18 20% | 31 38% | 55 32% | 52 24% | 12 31% | 24 50% | 32 33% | 33 26% | 10 29% | 24 53% | 28 33% | 37 23% | 28 37% | 9 17% | 37 29% | 11 36% | 71 30% | 24 27% | 41 31% | 65 29% | 28 30% | 27 31% |
| Total Conservative | 344 86% | 46 85% | 81 91% | 77 94% | 136 80% | 195 91% | 33 88% | 46 96% | 69 70% | 116 90% | 29 86% | 44 96% | 55 65% | 150 93% | 68 91% | 49 89% | 118 90% | 27 85% | 199 84% | 82 91% | 118 90% | 200 90% | 74 80% | 70 81% |
| Moderate | 44 11% | 8 15% | 5 6% | 2 2% | 28 17% | 17 8% | 2 5% | 2 4% | 23 23% | 10 8% | 2 5% | 2 4% | 23 27% | 9 6% | 7 9% | 6 11% | 13 10% | 2 6% | 30 12% | 8 9% | 8 6% | 16 7% | 16 17% | 13 15% |
| Liberal | 1 *% | - | - | - | 1 1% | - | - | - | 1 1% | - | - | - | 1 1% | - | - | - | - | - | 1 *% | - | - | - | - | 1 1% |
| Don't know | 11 3% | - | 3 3% | 3 3% | 6 3% | 3 1% | 3 8% | - | 6 6% | 3 2% | 3 8% | - | 6 7% | 3 2% | - | - | - | 3 9% | 8 3% | - | 5 4% | 5 2% | 3 3% | 2 3% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

27. When it comes to politics, do you generally consider yourself Liberal, Moderate, or Conservative?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-----------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Very Conservative | 224 56% | 44 57% | 56 58% | 100 58% | 23 54% | 101 55% | 10 76% | 135 54% | 80 61% | 151 58% | 59 52% |
| Somewhat Conservative | 120 30% | 25 33% | 36 37% | 61 35% | 12 28% | 46 25% | 1 10% | 82 33% | 33 25% | 75 29% | 38 33% |
| Total Conservative | 344 86% | 69 90% | 92 95% | 161 93% | 36 82% | 148 80% | 11 85% | 216 87% | 113 87% | 226 87% | 97 86% |
| Moderate | 44 11% | 8 10% | 2 2% | 10 6% | 8 18% | 26 14% | 2 15% | 23 9% | 15 11% | 30 12% | 10 8% |
| Liberal | 1 *% | - | - | - | - | 1 1% | - | - | - | - | 1 1% |
| Don't know | 11 3% | - | 3 3% | 3 1% | - | 8 5% | - | 8 3% | 3 2% | 3 1% | 6 5% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

28. Are you, or is any member of your household a United States veteran?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---|-------------|-------------|---------------|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------------------------|----------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Yes, respondent | 72 18% | 20 13% | 17 19% | 15 22% | 19 22% | 3 13% | 5 8% | 18 28% | 9 16% | 1 4% | 14 23% | 11 22% | 12 21% | 52 26% | 19 10% | 16 16% | 16 19% | 40 19% | 24 26% | 28 26% | 7 8% | 12 11% | 56 19% | 5 10% | 61 18% | 10 19% |
| Yes, household member | 51 13% | 17 11% | 12 13% | 10 15% | 12 13% | - | 9 14% | 4 6% | 10 19% | 2 6% | 9 15% | 8 16% | 8 15% | 13 7% | 37 19% | 10 10% | 5 6% | 36 17% | 4 4% | 10 9% | 11 12% | 26 24% | 36 12% | 9 17% | 45 13% | 6 10% |
| Yes, both respondent and another household member Yes, both me and another household member? are a United States veteran? | 5 1% | 3 2% | 1 1% | 1 1% | - | - | 3 4% | - | 1 1% | - | 1 2% | - | - | 4 2% | 1 *% | - | 2 2% | 3 1% | 1 1% | 3 3% | 1 1% | - | 5 2% | - | 5 1% | - |
| Total yes | 127 32% | 39 26% | 30 34% | 26 38% | 32 35% | 3 13% | 17 26% | 22 34% | 20 36% | 3 9% | 24 40% | 19 38% | 20 35% | 70 35% | 57 29% | 25 25% | 22 27% | 79 37% | 29 31% | 41 38% | 19 21% | 38 35% | 97 33% | 14 26% | 111 32% | 16 29% |
| No | 273 68% | 113 74% | 59 66% | 43 62% | 59 65% | 16 87% | 47 74% | 42 66% | 36 64% | 28 91% | 35 60% | 32 62% | 36 65% | 130 65% | 143 71% | 75 75% | 62 73% | 137 63% | 64 69% | 67 62% | 72 79% | 70 65% | 195 67% | 39 74% | 234 68% | 39 71% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

28. Are you, or is any member of your household a United States veteran?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Yes, respondent | 72 18% | 21 17% | 33 21% | 17 15% | 42 19% | 18 15% | 61 18% | 11 25% | 30 18% | 12 15% | 20 21% | 4 16% | 72 56% | - | 67 19% | 5 10% | 25 19% | 8 21% | 38 17% | 39 15% | 14 23% | 18 23% | 32 17% | 10 28% | 30 17% | 53 19% |
| Yes, household member | 51 13% | 13 10% | 17 11% | 20 18% | 26 12% | 15 12% | 41 12% | 7 16% | 23 14% | 13 16% | 11 12% | 2 7% | 51 40% | - | 46 13% | 5 10% | 12 9% | 5 12% | 33 15% | 26 10% | 12 19% | 13 16% | 24 13% | 2 6% | 24 14% | 29 11% |
| Yes, both respondent and another household member Yes, both me and another household member?are a United | 5 1% | 2 1% | 1 * | 2 2% | 3 1% | 2 2% | 5 1% | - | - | - | 4 4% | - | 5 4% | - | 5 1% | - | 1 * | 1 2% | 3 1% | 4 1% | 1 2% | - | 2 1% | - | 3 2% | 3 1% |
| Total yes | 127 32% | 36 28% | 51 32% | 39 35% | 71 32% | 35 29% | 106 31% | 18 41% | 53 32% | 25 31% | 36 36% | 6 23% | 127 100% | - | 118 34% | 9 19% | 38 29% | 14 35% | 74 33% | 69 27% | 27 43% | 31 39% | 58 31% | 12 33% | 56 33% | 85 31% |
| No | 273 68% | 93 72% | 107 68% | 72 65% | 153 68% | 85 71% | 238 69% | 27 59% | 114 68% | 56 69% | 62 64% | 20 77% | - 100% | 273 | 231 66% | 39 81% | 94 71% | 26 65% | 153 67% | 188 73% | 35 57% | 50 61% | 132 69% | 25 67% | 116 67% | 190 69% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

28. Are you, or is any member of your household a United States veteran?

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | | |
|---|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Yes, respondent | 72 18% | 9 16% | 22 24% | 12 14% | 29 17% | 36 17% | 6 15% | 10 20% | 20 21% | 24 19% | 6 17% | 7 15% | 18 22% | 27 17% | | 7 9% | 16 30% | 23 18% | 7 22% | 41 17% | | 17 19% | 19 14% | 35 16% | 22 23% | 14 17% |
| Yes, household member | 51 13% | 8 14% | 9 10% | 10 13% | 23 14% | 24 11% | 4 10% | 8 17% | 15 15% | 13 10% | 4 11% | 8 18% | 12 15% | 16 10% | | 10 13% | 4 8% | 14 11% | 2 7% | 34 14% | | 10 11% | 12 9% | 22 10% | 17 18% | 12 14% |
| Yes, both respondent and another household memberYes, both me and another household member?are a United | 5 1% | 1 2% | 1 2% | - | 2 1% | 3 1% | 1 2% | - | 1 1% | 1 1% | 1 3% | - | 1 1% | 2 1% | | - | - | - | 1 3% | 4 2% | | 1 1% | 2 1% | 3 1% | 1 1% | 1 1% |
| Total yes | 127 32% | 18 32% | 32 36% | 22 27% | 54 32% | 63 29% | 10 28% | 18 37% | 36 36% | 38 30% | 10 31% | 15 33% | 32 37% | 46 28% | | 17 22% | 21 38% | 38 29% | 10 32% | 79 33% | | 28 31% | 32 25% | 60 27% | 39 42% | 28 32% |
| No | 273 68% | 37 68% | 57 64% | 60 73% | 117 68% | 152 71% | 27 72% | 31 63% | 63 64% | 90 70% | 23 69% | 31 67% | 53 63% | 116 72% | | 58 78% | 34 62% | 93 71% | 22 68% | 159 67% | | 62 69% | 99 75% | 161 73% | 54 58% | 58 68% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

28. Are you, or is any member of your household a United States veteran?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|---|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Yes, respondent | 72 18% | 15 19% | 14 14% | 29 16% | 11 26% | 32 17% | 1 10% | 46 19% | 24 19% | 48 19% | 23 21% |
| Yes, household member | 51 13% | 6 8% | 13 14% | 19 11% | 5 11% | 27 14% | 1 10% | 30 12% | 20 15% | 23 9% | 23 20% |
| Yes, both respondent and another household memberYes, both me and another household member?are a United | 5 1% | - | 1 1% | 1 1% | - | 4 2% | - | 1 1% | 3 2% | 3 1% | 1 1% |
| Total yes | 127 32% | 21 27% | 28 29% | 49 28% | 16 37% | 62 34% | 3 20% | 77 31% | 47 36% | 75 29% | 47 42% |
| No | 273 68% | 56 73% | 68 71% | 124 72% | 27 63% | 122 66% | 10 80% | 170 69% | 83 64% | 185 71% | 66 58% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

29. How often do you attend church or religious services?

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|---------------------------|-------------|-------------|---------------------|-----------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------------|-------------|-------------------|-------------|-------------------------------|----------------------|--------------|----------------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Reps | tot. Reps | Ind/ dont know |
| Once a week or more often | 166 42% | 56 37% | 40 45% | 34 50% | 36 39% | 6 29% | 24 37% | 31 49% | 22 39% | 19 62% | 23 39% | 21 40% | 21 38% | 81 40% | 85 43% | 38 38% | 30 35% | 98 45% | 36 39% | 45 42% | 32 35% | 53 49% | 132 45% | 19 37% | 151 44% | 15 28% |
| Several times a month | 60 15% | 26 17% | 12 13% | 8 12% | 14 15% | 2 9% | 17 26% | 3 5% | 9 16% | 1 4% | 14 24% | 6 12% | 8 14% | 29 14% | 31 15% | 18 18% | 12 14% | 30 14% | 15 16% | 14 13% | 15 16% | 16 15% | 32 11% | 15 29% | 47 14% | 13 24% |
| About once a month | 22 5% | 11 7% | 4 4% | 0 1% | 6 7% | 1 7% | 4 6% | 4 6% | 2 3% | 2 7% | 3 5% | - - | 6 10% | 12 6% | 10 5% | 8 8% | 8 10% | 6 3% | 9 9% | 3 3% | 7 8% | 2 2% | 18 6% | - - | 18 5% | 4 7% |
| Several times a year | 37 9% | 16 11% | 7 8% | 9 14% | 5 5% | 3 15% | 5 9% | 5 8% | 4 8% | - - | 5 9% | 10 21% | 4 7% | 19 10% | 18 9% | 8 8% | 5 6% | 25 11% | 5 6% | 14 13% | 7 8% | 11 10% | 26 9% | 7 13% | 33 9% | 4 8% |
| Less often | 61 15% | 17 11% | 21 24% | 8 12% | 14 16% | 4 20% | 6 10% | 11 17% | 12 22% | 6 20% | 9 16% | 8 16% | 4 7% | 33 16% | 28 14% | 13 13% | 11 13% | 37 17% | 12 13% | 21 20% | 12 14% | 16 14% | 47 16% | 2 3% | 49 14% | 12 21% |
| Never | 26 7% | 12 8% | 4 4% | 4 6% | 7 8% | 1 7% | 5 8% | 4 6% | 5 9% | 2 7% | 1 2% | 1 3% | 7 12% | 17 8% | 10 5% | 10 10% | 8 10% | 8 4% | 12 13% | 5 5% | 7 7% | 3 3% | 19 6% | 5 10% | 24 7% | 2 4% |
| NA | 28 7% | 14 9% | 2 2% | 4 7% | 9 10% | 3 14% | 2 3% | 6 10% | 2 4% | - - | 3 6% | 5 9% | 7 12% | 10 5% | 19 9% | 5 5% | 10 12% | 13 6% | 4 5% | 5 5% | 11 12% | 8 7% | 19 6% | 5 9% | 24 7% | 5 8% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

29. How often do you attend church or religious services?

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|---------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Once a week or more often | 166 42% | 48 37% | 65 41% | 54 48% | 109 49% | 45 38% | 154 45% | 9 20% | 166 100% | - | - | - | 53 42% | 114 42% | 146 42% | 19 40% | 59 44% | 16 41% | 91 40% | 121 47% | 21 33% | 24 30% | 79 42% | 15 40% | 72 42% | 125 46% |
| Several times a month | 60 15% | 20 15% | 24 15% | 16 14% | 20 9% | 18 15% | 38 11% | 19 42% | - | 60 73% | - | - | 24 19% | 36 13% | 49 14% | 11 23% | 17 13% | 5 13% | 37 16% | 23 9% | 12 19% | 24 30% | 25 13% | 5 12% | 30 17% | 33 12% |
| About once a month | 22 5% | 11 9% | 8 5% | 3 3% | 13 6% | 9 7% | 22 6% | - | - | 22 27% | - | - | 2 1% | 20 7% | 22 6% | - | 6 5% | 2 5% | 13 6% | 15 6% | 1 2% | 5 7% | 15 8% | 1 2% | 6 3% | 11 4% |
| Several times a year | 37 9% | 11 9% | 21 13% | 5 4% | 21 9% | 14 12% | 35 10% | 2 4% | - | - | 37 38% | - | 12 10% | 25 9% | 36 10% | 1 1% | 11 9% | 4 11% | 21 9% | 25 10% | 7 11% | 6 7% | 19 10% | 2 5% | 16 9% | 26 10% |
| Less often | 61 15% | 25 19% | 23 15% | 13 11% | 29 13% | 19 16% | 48 14% | 6 14% | - | - | 61 62% | - | 23 18% | 37 14% | 54 15% | 7 14% | 21 16% | 5 12% | 35 15% | 40 15% | 9 14% | 12 15% | 24 13% | 6 17% | 30 17% | 43 16% |
| Never | 26 7% | 10 7% | 8 5% | 9 8% | 13 6% | 7 6% | 20 6% | 6 14% | - | - | - | 26 100% | 6 5% | 20 7% | 18 5% | 6 13% | 6 5% | 3 8% | 17 7% | 15 6% | 6 10% | 6 7% | 13 7% | 4 12% | 9 5% | 15 5% |
| NA | 28 7% | 6 4% | 10 6% | 13 12% | 18 8% | 8 6% | 26 8% | 2 5% | - | - | - | - | 7 6% | 21 8% | 24 7% | 4 9% | 12 9% | 4 9% | 13 6% | 18 7% | 7 11% | 3 4% | 14 7% | 5 12% | 10 6% | 21 8% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

29. How often do you attend church or religious services?

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|------------------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Once a week or more often | 166 42% | 21 38% | 51 57% | 37 46% | 56 33% | 94 44% | 19 51% | 25 51% | 29 29% | 59 46% | 18 54% | 23 51% | 21 25% | 73 45% | 32 42% | 24 44% | 56 43% | 17 53% | 94 39% | 40 45% | 59 45% | 99 45% | 38 41% | 29 34% | |
| Several times a month | 60 15% | 10 18% | 6 7% | 7 8% | 37 22% | 27 12% | 3 8% | 3 7% | 27 27% | 13 10% | 2 6% | 3 7% | 26 31% | 18 11% | 12 17% | 3 6% | 16 12% | 3 9% | 41 17% | 11 12% | 15 12% | 27 12% | 12 13% | 21 25% | |
| About once a month | 22 5% | 1 1% | 4 4% | 7 8% | 11 6% | 10 5% | 2 4% | 6 12% | 4 4% | 7 5% | 2 5% | 6 13% | 4 5% | 9 6% | 4 5% | 3 5% | 7 5% | - | 15 6% | 7 8% | 6 4% | 13 6% | 3 3% | 7 8% | |
| Several times a year | 37 9% | 8 14% | 9 10% | 11 14% | 9 5% | 23 11% | 4 10% | 5 11% | 5 5% | 15 11% | 4 11% | 5 11% | 2 3% | 15 9% | 7 10% | 6 10% | 13 10% | 3 8% | 22 9% | 9 10% | 17 13% | 26 12% | 7 8% | 4 5% | |
| Less often | 61 15% | 10 18% | 10 11% | 9 11% | 30 17% | 42 19% | 5 12% | 1 3% | 13 13% | 25 19% | 4 11% | 1 3% | 12 14% | 32 20% | 8 10% | 13 24% | 21 16% | 4 12% | 36 15% | 10 11% | 21 16% | 32 14% | 19 20% | 10 12% | |
| Never | 26 7% | 3 6% | 2 3% | 6 7% | 15 9% | 10 5% | 1 3% | 4 8% | 12 12% | 5 4% | 1 3% | 4 8% | 11 13% | 7 4% | 5 7% | 2 3% | 7 5% | 1 3% | 19 8% | 5 6% | 3 2% | 8 3% | 8 8% | 11 13% | |
| NA | 28 7% | 2 4% | 7 7% | 5 7% | 14 8% | 10 5% | 4 11% | 4 9% | 10 10% | 5 4% | 3 10% | 3 6% | 8 10% | 8 5% | 7 10% | 4 7% | 11 9% | 5 16% | 12 5% | 8 9% | 10 8% | 18 8% | 7 7% | 3 4% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

29. How often do you attend church or religious services?

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|------------------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Once a week or more often | 166 42% | 29 38% | 42 44% | 71 41% | 22 52% | 73 40% | 7 55% | 94 38% | 63 48% | 98 38% | 55 48% |
| Several times a month | 60 15% | 11 14% | 7 7% | 17 10% | 6 14% | 37 20% | 2 15% | 36 15% | 19 14% | 46 18% | 8 7% |
| About once a month | 22 5% | 8 11% | 5 6% | 14 8% | - | 8 4% | 1 6% | 14 5% | 7 6% | 16 6% | 6 5% |
| Several times a year | 37 9% | 5 7% | 15 16% | 21 12% | 1 2% | 15 8% | - | 27 11% | 10 8% | 26 10% | 11 10% |
| Less often | 61 15% | 10 13% | 15 15% | 25 14% | 5 13% | 30 16% | - | 43 17% | 15 12% | 37 14% | 20 18% |
| Never | 26 7% | 3 4% | 6 6% | 10 6% | 4 10% | 13 7% | 2 15% | 17 7% | 8 6% | 18 7% | 8 7% |
| NA | 28 7% | 10 13% | 6 6% | 16 9% | 4 10% | 8 4% | 1 9% | 16 7% | 8 6% | 17 7% | 6 5% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

30. Age

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-------|----------|-------------|---------------|-----------------|-------------|---------|---------|---------|---------|---------|---------|---------|---------|------------|----------|----------|------------|----------|-------------|----------|-------------|----------|-------------------------------|----------------|-----------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| 18-34 | 12 3% | 5 3% | 2 2% | 4 6% | 1 1% | 2 9% | 2 4% | 1 2% | 1 1% | 1 3% | 1 2% | 1 2% | 3 6% | 3 1% | 9 5% | 12 12% | - | - | 3 3% | - | 9 10% | - | 9 3% | 1 2% | 10 3% | 2 4% |
| 35-44 | 32 8% | 12 8% | 5 6% | 8 12% | 7 7% | - | 3 5% | 7 11% | 3 6% | - | 4 7% | 5 10% | 9 17% | 18 9% | 14 7% | 32 32% | - | - | 18 19% | - | 14 16% | - | 19 7% | 6 11% | 25 7% | 7 13% |
| 45-54 | 56 14% | 19 12% | 11 12% | 7 11% | 19 21% | 3 18% | 5 8% | 8 13% | 9 16% | 3 11% | 12 20% | 6 11% | 9 16% | 25 13% | 31 15% | 56 56% | - | - | 25 27% | - | 31 34% | - | 44 15% | 7 14% | 51 15% | 5 9% |
| 55-59 | 33 8% | 17 11% | 9 10% | 2 3% | 6 7% | - | 8 13% | 9 14% | 5 10% | 4 14% | 1 2% | 4 8% | 1 2% | 18 9% | 16 8% | - | 33 40% | - | 18 19% | - | 16 17% | - | 23 8% | 6 12% | 29 8% | 4 7% |
| 60-64 | 51 13% | 21 14% | 11 13% | 6 9% | 12 14% | 4 19% | 7 11% | 7 11% | 5 10% | 4 14% | 11 19% | 2 4% | 10 17% | 29 15% | 22 11% | - | 51 60% | - | 29 31% | - | 22 24% | - | 41 14% | 2 4% | 43 13% | 8 14% |
| 65+ | 216 54% | 79 52% | 51 57% | 42 61% | 45 50% | 10 53% | 37 59% | 31 49% | 32 57% | 18 57% | 30 51% | 33 65% | 24 43% | 107 54% | 109 54% | - | - 216 100% | - | - 107 100% | - | 109 100% | - | 156 54% | 30 57% | 186 54% | 30 54% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

30. Age

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| 18-34 | 12 3% | 8 6% | 1 1% | 3 2% | 7 3% | 4 3% | 11 3% | 1 3% | 6 4% | 2 3% | 3 3% | 1 4% | 4 3% | 8 3% | 11 3% | 1 3% | 5 4% | 1 2% | 6 3% | 8 3% | - | 4 5% | 7 4% | - | 5 3% | 9 3% |
| 35-44 | 32 8% | 13 10% | 12 8% | 6 6% | 14 6% | 16 13% | 30 9% | 2 5% | 11 7% | 12 14% | 2 3% | 5 19% | 8 6% | 24 9% | 23 7% | 6 13% | 10 8% | 6 16% | 16 7% | 12 4% | 5 9% | 15 19% | 14 8% | 5 12% | 13 8% | 22 8% |
| 45-54 | 56 14% | 23 18% | 23 14% | 10 9% | 28 12% | 18 15% | 46 13% | 7 16% | 21 13% | 12 15% | 15 16% | 4 15% | 14 11% | 42 15% | 47 13% | 9 19% | 19 14% | 4 9% | 34 15% | 32 12% | 11 17% | 14 17% | 25 13% | 8 22% | 23 13% | 36 13% |
| 55-59 | 33 8% | 9 7% | 12 8% | 12 11% | 19 9% | 10 8% | 29 8% | 4 9% | 16 9% | 3 4% | 8 8% | 4 14% | 10 8% | 24 9% | 29 8% | 3 6% | 10 7% | 4 10% | 19 9% | 15 6% | 10 16% | 8 10% | 9 5% | 5 12% | 19 11% | 22 8% |
| 60-64 | 51 13% | 18 14% | 23 14% | 10 9% | 34 15% | 10 9% | 44 13% | 7 15% | 14 9% | 17 21% | 9 9% | 4 17% | 13 10% | 38 14% | 46 13% | 4 9% | 21 16% | 5 13% | 25 11% | 31 12% | 12 19% | 8 10% | 27 14% | 6 17% | 17 10% | 35 13% |
| 65+ | 216 54% | 58 45% | 87 55% | 71 64% | 122 55% | 61 51% | 184 53% | 24 53% | 98 59% | 35 44% | 61 63% | 8 31% | 79 62% | 137 50% | 192 55% | 24 50% | 69 52% | 20 50% | 127 56% | 160 62% | 25 40% | 32 39% | 107 56% | 14 37% | 95 55% | 151 55% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

30. Age

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| 18-34 | 12 3% | 1 3% | 5 6% | 1 1% | 5 3% | 3 1% | 2 5% | 1 2% | 6 6% | 1 1% | 2 6% | 1 2% | 4 5% | 1 1% | 2 2% | 2 3% | 3 3% | - | 8 4% | 3 4% | 4 3% | 7 3% | 1 1% | 4 5% | |
| 35-44 | 32 8% | 6 11% | 2 3% | 6 7% | 18 10% | 13 6% | 1 3% | 6 12% | 12 12% | 9 7% | 1 4% | 6 13% | 12 14% | 7 4% | 8 10% | 4 7% | 11 9% | 1 4% | 19 8% | 5 5% | 9 7% | 14 6% | 5 6% | 13 15% | |
| 45-54 | 56 14% | 11 20% | 4 4% | 14 17% | 26 15% | 29 13% | 3 7% | 8 17% | 16 16% | 17 13% | 1 3% | 8 18% | 14 17% | 18 11% | 15 20% | 6 11% | 21 16% | 2 5% | 33 14% | 12 14% | 17 13% | 30 13% | 14 15% | 13 15% | |
| 55-59 | 33 8% | 5 9% | 5 6% | 3 4% | 19 11% | 16 8% | 3 8% | 2 4% | 12 12% | 4 3% | 2 6% | 2 4% | 10 12% | 11 7% | 10 13% | 3 5% | 12 10% | 1 3% | 20 8% | 8 9% | 7 6% | 15 7% | 10 11% | 8 9% | |
| 60-64 | 51 13% | 6 12% | 14 15% | 9 11% | 21 12% | 25 12% | 8 21% | 5 11% | 12 12% | 14 11% | 8 23% | 5 12% | 11 13% | 19 12% | 10 14% | 8 15% | 19 14% | 7 22% | 25 11% | 15 16% | 15 12% | 30 14% | 15 16% | 6 7% | |
| 65+ | 216 54% | 24 45% | 59 66% | 49 60% | 83 48% | 129 60% | 21 55% | 26 54% | 40 40% | 83 65% | 20 59% | 24 52% | 33 39% | 106 65% | 31 41% | 32 58% | 63 48% | 21 66% | 132 55% | 47 52% | 79 60% | 126 57% | 48 52% | 42 49% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

30. Age

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| 18-34 | 12 3% | 2 3% | 3 3% | 5 3% | 1 2% | 7 4% | - | 4 2% | 6 5% | 8 3% | 2 2% |
| 35-44 | 32 8% | 4 5% | 11 12% | 15 9% | 2 6% | 14 8% | 3 20% | 23 9% | 6 4% | 25 10% | 7 6% |
| 45-54 | 56 14% | 8 10% | 17 18% | 25 14% | 8 19% | 23 12% | 3 20% | 37 15% | 17 13% | 43 17% | 10 9% |
| 55-59 | 33 8% | 4 6% | 4 4% | 8 5% | 3 8% | 21 12% | 2 18% | 21 8% | 8 6% | 25 10% | 5 5% |
| 60-64 | 51 13% | 16 21% | 11 12% | 27 16% | 5 12% | 18 10% | 1 6% | 28 11% | 20 15% | 38 15% | 13 11% |
| 65+ | 216 54% | 42 55% | 50 52% | 92 53% | 23 54% | 100 55% | 5 36% | 135 55% | 74 57% | 121 46% | 76 67% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

31. Gender

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|--------|-------------|-------------|---------------|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------------------------|----------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Male | 200 50% | 72 47% | 56 63% | 28 41% | 44 49% | 8 45% | 31 48% | 32 51% | 26 47% | 20 65% | 33 56% | 22 43% | 27 47% | 200 100% | - | 46 46% | 47 56% | 107 50% | 93 100% | 107 100% | - | - | 147 50% | 22 43% | 170 49% | 30 55% |
| Female | 200 50% | 80 53% | 33 37% | 40 59% | 46 51% | 11 55% | 33 52% | 32 49% | 30 53% | 11 35% | 26 44% | 29 57% | 29 53% | - 100% | 200 | 54 54% | 37 44% | 109 50% | - | - | 91 100% | 109 100% | 145 50% | 30 57% | 175 51% | 25 45% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

31. Gender

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|--------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|----------------------|------------|-------------------------|--------------|---------------------------|----------------|---|----------------|-----------------|---|----------------|-----------------|---|----------------|-----------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/Lib. | once a wk or more | once a mo or more | sev. times a yr/less | nevr | yes | no/dont know | fav-or-able | un-fav-or-able | fav-or-able | un-fav-or-able | no opn/not hrd. | fav-or-able | un-fav-or-able | no opn/not hrd. | fav-or-able | un-fav-or-able | no opn/not hrd. | aware of all |
| Male | 200 50% | 57 44% | 90 57% | 53 47% | 116 52% | 57 47% | 173 50% | 25 55% | 81 49% | 41 50% | 52 53% | 17 63% | 70 55% | 130 48% | 179 51% | 21 43% | 71 53% | 21 51% | 108 48% | 129 50% | 29 47% | 41 51% | 94 49% | 19 50% | 87 51% | 146 53% |
| Female | 200 50% | 73 56% | 68 43% | 59 53% | 108 48% | 63 53% | 171 50% | 20 45% | 85 51% | 41 50% | 46 47% | 10 37% | 57 45% | 143 52% | 169 49% | 27 57% | 62 47% | 20 49% | 119 52% | 128 50% | 33 53% | 39 49% | 96 51% | 19 50% | 85 49% | 129 47% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

31. Gender

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|--------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Male | 200 50% | 30 56% | 52 58% | 41 50% | 73 43% | 113 53% | 18 46% | 26 53% | 43 44% | 65 50% | 17 49% | 25 54% | 36 43% | 83 51% | | 33 44% | 37 67% | 70 54% | 13 41% | 117 49% | 43 48% | 69 53% | 112 51% | 49 53% | 39 45% |
| Female | 200 50% | 24 44% | 37 42% | 41 50% | 98 57% | 102 47% | 20 54% | 23 47% | 55 56% | 64 50% | 17 51% | 21 46% | 48 57% | 79 49% | | 42 56% | 18 33% | 60 46% | 19 59% | 121 51% | 47 52% | 62 47% | 109 49% | 44 47% | 47 55% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

31. Gender

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|--------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Male | 200 50% | 34 44% | 51 53% | 85 49% | 25 58% | 90 49% | 7 57% | 132 53% | 58 44% | 139 54% | 54 48% |
| Female | 200 50% | 43 56% | 46 47% | 88 51% | 18 42% | 94 51% | 6 43% | 116 47% | 73 56% | 120 46% | 59 52% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

32. County

| | 32.1 DMA | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | | |
|----------------|----------|-------------|-------------|-------------|-----------|---|---|----------|----------|----------|-----------|----------|------------|----------|----------|---------|---------|------------|------------|----------|------------|-------------------------------|-------------|---------------------|----------|---------------|
| | TOTAL | Saint Louis | Kansas City | Springfield | elsewhere | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mostly Reps | more than tot. Dems | Rep | Ind/dont know |
| Adair | 2 1% | - | - | - | 2 2% | - | - | - | - | - | 2 3% | - | - | - | 2 1% | 2 2% | - | - | - | - | 2 2% | - | 2 1% | - | 2 1% | - |
| Audrain | 2 1% | - | - | - | 2 2% | - | - | - | - | - | 2 3% | - | - | - | 2 1% | - | 1 1% | 1 * | - | - | 1 1% | 1 1% | 1 * | 1 2% | 2 1% | - |
| Barry | 5 1% | - | - | 5 7% | - | - | - | - | - | - | - | 5 9% | - | 1 1% | 3 2% | 1 1% | 1 1% | 2 1% | 1 1% | - | 1 2% | 2 2% | 3 1% | - | 3 1% | 1 2% |
| Barton | 1 * | - | - | - | 1 1% | - | - | - | 1 2% | - | - | - | - | - | 1 * | - | - | 1 * | - | - | - | 1 1% | 1 * | - | 1 * | - |
| Benton | 4 1% | - | - | 4 5% | - | - | - | - | 4 7% | - | - | - | - | 2 1% | 2 1% | 1 1% | - | 3 1% | - | 2 2% | 1 1% | 1 1% | 3 1% | 1 2% | 4 1% | - |
| Boone | 12 3% | - | - | - | 12 13% | - | - | 7 11% | 5 9% | - | - | - | - | 9 4% | 3 2% | 2 2% | 4 5% | 6 3% | 6 6% | 3 3% | 1 1% | 3 2% | 8 3% | 2 4% | 10 3% | 2 4% |
| Buchanan | 8 2% | - | - | - | 8 9% | - | - | - | - | - | 8 14% | - | - | 5 2% | 3 2% | 4 4% | 3 3% | 1 1% | 4 4% | 1 1% | 3 4% | - | 8 3% | - | 8 2% | - |
| Butler | 1 * | - | - | - | 1 1% | - | - | - | - | - | - | - | 1 2% | 1 * | 0 * | 0 * | - | 1 * | - | 1 1% | 0 1% | - | 1 * | - | 1 * | - |
| Caldwell | 4 1% | - | 4 4% | - | - | - | - | - | - | - | 4 6% | - | - | 3 1% | 1 1% | - | - | 4 2% | - | 3 2% | - | 1 1% | 1 * | - | 1 * | 2 4% |
| Callaway | 2 1% | - | - | - | 2 2% | - | - | 2 4% | - | - | - | - | - | 1 1% | 1 1% | 2 2% | - | 1 * | 1 1% | - | 0 1% | 1 1% | 2 1% | - | 2 1% | - |
| Camden | 4 1% | - | - | 4 6% | - | - | - | 3 4% | 1 2% | - | - | - | - | 3 2% | 0 * | - | 1 1% | 3 2% | 1 1% | 3 3% | - | 0 * | 3 1% | - | 3 1% | 1 2% |
| Cape Girardeau | 6 1% | - | - | - | 6 7% | - | - | - | - | - | - | - | 6 11% | 2 1% | 4 2% | 3 3% | - | 3 1% | - | 2 2% | 3 3% | 2 1% | 4 1% | - | 4 1% | 2 4% |
| Carroll | 2 * | - | 2 2% | - | - | - | - | - | - | - | 2 3% | - | - | 2 1% | - | 2 2% | - | - | 2 2% | - | - | - | 2 1% | - | 2 * | - |
| Carter | 1 * | - | - | - | 1 1% | - | - | - | - | - | - | - | 1 2% | - | 1 1% | 1 1% | - | - | - | - | 1 1% | - | 1 * | - | 1 * | - |
| Cass | 9 2% | - | 9 10% | - | - | - | - | - | 9 16% | - | - | - | - | 7 3% | 2 1% | 3 3% | 2 2% | 5 2% | 2 2% | 5 4% | 2 2% | - | 4 1% | 2 4% | 6 2% | 3 5% |
| Christian | 7 2% | - | - | 7 10% | - | - | - | - | - | - | - | 7 14% | - | 6 3% | 1 * | 2 2% | 3 3% | 3 1% | 4 4% | 3 2% | 1 1% | - | 5 2% | 1 2% | 6 2% | 1 2% |
| Clay | 15 4% | - | 15 17% | - | - | - | - | - | - | 4 13% | 11 19% | - | - | 12 6% | 3 1% | 6 6% | 4 5% | 5 2% | 8 9% | 4 4% | 2 2% | 1 1% | 8 3% | 3 6% | 12 3% | 3 6% |

32. County

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-----------|----------|-------------|---------------|-----------------|-------------|---------|----------|----------|---------|-----------|---------|-----------|-----------|------------|----------|----------|---------|----------|-------------|-----------|-------------|-----------|-------------------------------|---------------------|-----------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more Reps than Dems | tot. Reps | Ind/ dont know |
| Clinton | 4 1% | - | 4 4% | - | - | - | - | - | - | - | 4 6% | - | - | 2 1% | 1 1% | - | - | 4 2% | - | 2 2% | - | 1 1% | 4 1% | - | 4 1% | - |
| Cole | 8 2% | - | - | - | 8 9% | - | - | 8 12% | - | - | - | - | - | 3 2% | 4 2% | 2 2% | - | 6 3% | 1 1% | 2 2% | 1 1% | 3 3% | 6 2% | 1 2% | 7 2% | 1 2% |
| Dallas | 2 1% | - | - | 2 3% | - | - | - | - | 2 4% | - | - | - | - | 1 * | 1 1% | 1 1% | - | 2 1% | - | 1 1% | 1 1% | 1 1% | 2 1% | - | 2 1% | - |
| Dent | 2 1% | - | - | 2 3% | - | - | - | - | - | - | - | - | 2 4% | 2 1% | 1 * | 1 1% | 1 1% | 1 * | 1 1% | 1 1% | 1 1% | - | 2 1% | - | 2 1% | - |
| Douglas | 0 *% | - | - | 0 *% | - | - | - | - | - | - | - | - | 0 1% | - | 0 *% | 0 *% | - | - | - | - | 0 *% | - | 0 *% | - | 0 *% | - |
| Dunklin | 1 *% | - | - | - | 1 1% | - | - | - | - | - | - | - | 1 1% | - | 1 *% | - | - | 1 *% | - | - | - | 1 1% | - | 1 1% | 1 *% | - |
| Franklin | 9 2% | 9 6% | - | - | - | - | 9 14% | - | - | - | - | - | - | 4 2% | 5 2% | - | 4 5% | 5 2% | 1 1% | 3 3% | 3 3% | 2 2% | 6 2% | 1 2% | 7 2% | 3 3% |
| Gasconade | 4 1% | 4 3% | - | - | - | - | - | 4 7% | - | - | - | - | - | 3 1% | 1 1% | 2 2% | - | 3 1% | 2 2% | 1 1% | - | 1 1% | 3 1% | - | 3 1% | 1 2% |
| Greene | 19 5% | - | - | 19 28% | - | - | - | - | - | - | - | 19 37% | - | 5 2% | 14 7% | 4 4% | - | 15 7% | 1 1% | 4 4% | 3 3% | 11 10% | 15 5% | 4 8% | 19 5% | - |
| Henry | 3 1% | - | 3 3% | - | - | - | - | - | 3 5% | - | - | - | - | 2 1% | 1 *% | - | 2 2% | 1 *% | 1 1% | 1 1% | 1 1% | - | 1 *% | 1 2% | 2 1% | 1 2% |
| Hickory | 2 1% | - | - | 2 4% | - | - | - | - | 2 4% | - | - | - | - | 2 1% | 1 *% | - | 1 1% | 2 1% | - | 2 2% | 1 1% | - | 2 1% | - | 2 1% | - |
| Howell | 2 *% | - | - | 2 2% | - | - | - | - | - | - | - | - | 2 3% | 1 *% | 1 *% | 2 2% | - | - | 1 1% | - | 1 1% | - | 2 1% | - | 2 *% | - |
| Iron | 1 *% | 1 1% | - | - | - | - | - | - | - | - | - | - | 1 1% | - | 1 *% | 1 1% | - | - | - | - | 1 1% | - | - | 1 1% | 1 *% | - |
| Jackson | 31 8% | - | 31 34% | - | - | - | - | - | 4 6% | 27 87% | - | - | - | 18 9% | 13 6% | 4 4% | 8 9% | 19 9% | 6 7% | 12 11% | 5 6% | 7 7% | 24 8% | 2 4% | 27 8% | 4 7% |
| Jasper | 7 2% | - | - | - | 7 8% | - | - | - | - | - | - | 7 14% | - | 5 2% | 2 1% | - | 2 3% | 4 2% | 2 3% | 2 2% | - | 2 2% | 7 2% | - | 7 2% | - |
| Jefferson | 21 5% | 21 14% | - | - | - | - | - | 4 6% | - | - | - | - | 17 31% | 7 3% | 15 7% | 7 7% | 6 7% | 9 4% | 3 4% | 3 3% | 9 10% | 6 6% | 20 7% | - | 20 6% | 1 2% |
| Johnson | 2 1% | - | 2 3% | - | - | - | - | - | 2 4% | - | - | - | - | - | 2 1% | 1 1% | - | 2 1% | - | - | 1 1% | 2 2% | 1 *% | 1 2% | 2 1% | - |

32. County

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-------------|----------|-------------|-------------|-------------|-----------|---------|---|---------|---------|---|---------|---------|---------|------------|---------|----------|---------|---------|------------|----------|------------|----------|-------------------------------|---------------------|------------|---------------|
| | TOTAL | Saint Louis | Kansas City | Springfield | elsewhere | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mostly Reps | more Reps than Dems | total Reps | Ind/dont know |
| Laclede | 2 1% | - | - | 2 3% | - | - | - | - | 2 4% | - | - | - | - | 1 *% | 1 1% | 1 1% | - | 2 1% | - | 1 1% | 1 1% | 1 1% | 2 1% | - | 2 1% | - |
| Lafayette | 4 1% | - | 4 4% | - | - | - | - | - | 4 6% | - | - | - | - | 1 *% | 3 1% | - | 2 2% | 2 1% | - | 1 1% | 2 2% | 1 1% | 3 1% | - | 3 1% | 1 1% |
| Lincoln | 5 1% | 5 3% | - | - | - | - | - | - | - | - | 5 9% | - | - | 3 2% | 2 1% | 1 1% | 1 1% | 3 1% | 1 1% | 2 2% | 1 1% | 1 1% | 1 *% | 2 4% | 3 1% | 2 4% |
| Linn | 1 *% | - | 1 1% | - | - | - | - | - | - | - | 1 2% | - | - | - | 1 1% | - | - | 1 1% | - | - | - | 1 1% | 1 *% | - | 1 *% | - |
| Livingston | 3 1% | - | 3 4% | - | - | - | - | - | - | - | 3 6% | - | - | 2 1% | 1 1% | 1 1% | - | 2 1% | 1 1% | 1 1% | - | 1 1% | 1 *% | 1 2% | 2 1% | 1 2% |
| McDonald | 3 1% | - | - | - | 3 3% | - | - | - | - | - | - | 3 5% | - | 3 1% | - | 1 1% | - | 1 1% | 1 1% | 1 1% | - | - | 3 1% | - | 3 1% | - |
| Maries | 1 *% | - | - | - | 1 1% | - | - | 1 1% | - | - | - | - | - | 1 *% | - | - | - | 1 *% | - | 1 1% | - | - | 1 *% | - | 1 *% | - |
| Marion | 2 1% | - | - | - | 2 3% | - | - | - | - | - | 2 4% | - | - | - | 2 1% | - | 2 3% | - | - | - | 2 3% | - | 2 1% | - | 2 1% | - |
| Miller | 0 *% | - | - | - | 0 1% | - | - | 0 1% | - | - | - | - | - | - | 0 *% | 0 *% | - | - | - | - | 0 1% | - | 0 *% | - | 0 *% | - |
| Mississippi | 1 *% | - | - | - | 1 2% | - | - | - | - | - | - | - | 1 3% | 1 *% | 1 *% | - | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | 1 1% | |
| Moniteau | 1 *% | - | - | - | 1 1% | - | - | 1 1% | - | - | - | - | - | 1 *% | - | 1 1% | - | - | 1 1% | - | - | - | - | - | - | 1 1% |
| Montgomery | 2 *% | - | - | - | 2 2% | - | - | 2 2% | - | - | - | - | - | 1 *% | 1 *% | - | 1 1% | 1 *% | 1 1% | - | - | 1 1% | 2 1% | - | 2 *% | - |
| Morgan | 5 1% | - | - | - | 5 5% | - | - | - | 5 9% | - | - | - | - | - | 5 2% | 3 3% | - | 2 1% | - | - | 3 3% | 2 2% | 3 1% | - | 3 1% | 2 3% |
| New Madrid | 1 *% | - | - | - | 1 1% | - | - | - | - | - | - | - | 1 1% | - | 1 *% | - | - | 1 *% | - | - | - | 1 1% | 1 *% | - | 1 *% | - |
| Newton | 4 1% | - | - | - | 4 4% | - | - | - | - | - | - | 4 7% | - | 1 1% | 3 1% | 1 1% | - | 3 1% | 1 1% | - | - | 3 2% | 4 1% | - | 4 1% | - |
| Oregon | 1 *% | - | - | 1 1% | - | - | - | - | - | - | - | - | 1 2% | - | 1 *% | - | - | 1 *% | - | - | - | 1 1% | 1 *% | - | 1 *% | - |
| Osage | 4 1% | - | - | - | 4 4% | - | - | 4 6% | - | - | - | - | - | 2 1% | 1 1% | 0 *% | 2 2% | 2 1% | 1 1% | 2 1% | 1 1% | - | 3 1% | 0 1% | 4 1% | - |

32. County

| | 32.1 DMA | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | | |
|----------------|-----------|-------------|---------------|-----------------|-------------|-----------|-----------|-----------|---------|---|----------|---|------------|-----------|-----------|-----------|-----------|------------|-------------|-----------|-------------|-------------------------------|---------------|---------------------|-----------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more Reps than Dems | tot. Reps | Ind/ dont know |
| Ozark | 0 *% | - | - | 0 *% | - | - | - | - | - | - | - | - | 0 1% | - | 0 *% | 0 *% | - | - | - | - | 0 *% | - | 0 *% | - | 0 *% | - |
| Pemiscot | 2 *% | - | - | - | 2 2% | - | - | - | - | - | - | - | 2 3% | 2 1% | - | 2 2% | - | - | 2 2% | - | - | - | - | 2 3% | 2 *% | - |
| Perry | 1 *% | - | - | - | 1 1% | - | - | - | - | - | - | - | 1 1% | 1 *% | - | - | - | 1 *% | - | 1 1% | - | - | 1 *% | - | 1 *% | - |
| Pettis | 2 1% | - | 2 3% | - | - | - | - | - | 2 4% | - | - | - | - | 1 *% | 1 1% | 1 1% | 1 1% | 1 *% | 1 1% | - | 1 1% | 1 1% | 2 1% | - | 2 1% | - |
| Phelps | 2 1% | 2 2% | - | - | - | - | - | - | - | - | - | - | 2 4% | 1 1% | 1 *% | 1 1% | - | 1 *% | 1 2% | - | - | 1 1% | 2 1% | - | 2 1% | - |
| Platte | 8 2% | - | 8 9% | - | - | - | - | - | - | - | 8 13% | - | - | 5 2% | 3 1% | 2 2% | 2 2% | 4 2% | 3 3% | 2 2% | 1 1% | 2 2% | 8 3% | - | 8 2% | - |
| Polk | 1 *% | - | - | 1 2% | - | - | - | - | 1 2% | - | - | - | - | 1 *% | 1 *% | 1 1% | - | 1 *% | 1 1% | - | - | 1 1% | 1 *% | - | 1 *% | 1 1% |
| Pulaski | 2 *% | - | - | 2 2% | - | - | - | - | 2 3% | - | - | - | - | 2 1% | - | 2 2% | - | - | 2 2% | - | - | - | - | - | - | 2 3% |
| Ralls | 2 1% | - | - | - | 2 3% | - | - | - | - | - | 2 4% | - | - | 2 1% | - | - | - | 2 1% | - | 2 2% | - | - | 2 1% | - | 2 1% | - |
| Ray | 2 1% | - | 2 3% | - | - | - | - | - | - | - | 2 4% | - | - | 1 1% | 1 1% | - | - | 2 1% | - | 1 1% | - | 1 1% | 1 *% | 1 2% | 2 1% | - |
| Ripley | 1 *% | - | - | - | 1 1% | - | - | - | - | - | - | - | 1 1% | - | 1 *% | - | - | 1 *% | - | - | - | 1 1% | 1 *% | - | 1 *% | - |
| St. Charles | 35 9% | 35 23% | - | - | - | - | 7 11% | 28 43% | - | - | - | - | - | 17 9% | 17 9% | 6 6% | 12 14% | 17 8% | 7 7% | 11 10% | 11 12% | 6 6% | 20 7% | 6 11% | 26 8% | 9 16% |
| St. Clair | 3 1% | - | - | 3 4% | - | - | - | - | 3 5% | - | - | - | - | - | 3 1% | - | - | 3 1% | - | - | - | 3 3% | 3 1% | - | 3 1% | - |
| Ste. Genevieve | 2 *% | 2 1% | - | - | - | - | - | - | - | - | - | - | 2 4% | 2 1% | - | 1 1% | 1 1% | - | 2 2% | - | - | - | 2 1% | - | 2 1% | - |
| St. Francois | 4 1% | 4 3% | - | - | - | - | - | - | - | - | - | - | 4 7% | 3 1% | 1 1% | 1 1% | - | 3 1% | - | 3 3% | 1 1% | - | 4 1% | - | 4 1% | - |
| St. Louis | 58 15% | 58 38% | - | - | - | 13 69% | 45 71% | - | - | - | - | - | - | 29 14% | 30 15% | 12 12% | 13 16% | 33 15% | 12 13% | 17 16% | 13 14% | 17 15% | 41 14% | 11 20% | 52 15% | 7 12% |
| Schuyler | 2 1% | - | - | - | 2 2% | - | - | - | - | - | 2 4% | - | - | - | 2 1% | - | - | 2 1% | - | - | - | 2 2% | - | 2 4% | 2 1% | - |

32. County

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|----------------|-------------|-------------|---------------|-----------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------------------------|----------------|-------------|----------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Dems | tot. Reps | Ind/ dont know |
| Scott | 3 1% | - | - | - | 3 3% | - | - | - | - | - | - | - | 3 5% | 2 1% | 1 1% | - | 2 2% | 1 1% | 2 2% | - | - | 1 1% | 2 1% | 1 2% | 3 1% | - |
| Stoddard | 3 1% | - | - | - | 3 3% | - | - | - | - | - | - | - | 3 5% | 2 1% | 1 1% | 3 3% | - | - | 2 2% | - | 1 1% | - | 2 1% | - | 2 *% | 1 2% |
| Stone | 2 1% | - | - | 2 3% | - | - | - | - | - | - | - | - | 2 4% | 1 1% | 1 1% | - | - | 2 1% | - | 1 1% | - | 1 1% | 2 1% | - | 2 1% | - |
| Taney | 4 1% | - | - | 4 6% | - | - | - | - | - | - | - | - | 4 8% | - | 4 2% | 1 1% | - | 3 1% | - | - | 1 1% | 3 3% | 3 1% | 1 3% | 4 1% | - |
| Texas | 2 *% | - | - | 2 3% | - | - | - | - | - | - | - | - | 2 3% | 1 1% | 0 *% | 1 1% | 1 1% | 0 *% | 1 1% | - | - | 0 *% | 2 1% | - | 2 *% | - |
| Vernon | 2 1% | - | - | - | 2 2% | - | - | - | 2 4% | - | - | - | - | 1 1% | 1 *% | - | 1 1% | 1 *% | 1 1% | - | - | 1 1% | 2 1% | - | 2 1% | - |
| Warren | 4 1% | 4 3% | - | - | - | - | 3 4% | 1 2% | - | - | - | - | - | 2 1% | 2 1% | 1 1% | 1 1% | 2 1% | 2 2% | - | - | 2 2% | 2 1% | - | 2 1% | 2 3% |
| Wayne | 2 *% | - | - | - | 2 2% | - | - | - | - | - | - | - | 2 3% | 1 *% | 1 *% | - | 1 1% | 1 *% | 1 1% | - | - | 1 1% | 2 1% | - | 2 *% | - |
| Webster | 4 1% | - | - | 4 5% | - | - | - | - | 2 4% | - | - | - | 1 2% | - | 4 2% | 3 3% | - | 1 *% | - | - | 3 3% | 1 1% | 2 1% | 1 1% | 3 1% | 1 1% |
| Wright | 1 *% | - | - | 1 2% | - | - | - | - | - | - | - | - | 1 2% | 1 *% | 1 *% | - | 1 1% | - | 1 1% | - | 1 1% | - | 1 *% | - | 1 *% | 1 1% |
| St. Louis City | 6 1% | 6 4% | - | - | - | 6 31% | - | - | - | - | - | - | - | 1 1% | 5 2% | 3 3% | - | 3 1% | - | 1 1% | 3 4% | 2 2% | 4 2% | 2 3% | 6 2% | - |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

32. County

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|----------------|-------------------|---------|---------|---------|-----------------|-----------|-----------|-----------|-----------------------------------|-------------------|-----------------------|---------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Adair | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | - | 2 3% | - | - | - | 2 1% | 2 1% | - | - | - | 2 1% | 2 1% | - | - | 2 1% | - | - | - |
| Audrain | 2 1% | - | 2 1% | - | 1 * | 1 1% | 2 1% | - | 2 1% | - | - | - | 1 1% | 1 * | 2 1% | - | - | - | 2 1% | 1 * | 1 2% | - | 1 1% | - | 1 1% | 2 1% |
| Barry | 5 1% | 2 2% | - | 2 2% | 4 2% | 1 1% | 5 1% | - | 1 1% | 1 1% | 1 1% | 1 5% | 1 1% | 4 1% | 3 1% | - | - | - | 5 2% | 3 1% | - | 1 2% | 2 1% | 1 3% | 1 1% | 2 1% |
| Barton | 1 * | - | - | 1 1% | 1 * | - | 1 * | - | 1 1% | - | - | - | 1 1% | - | 1 * | - | - | - | 1 * | 1 * | - | - | 1 * | - | - | - |
| Benton | 4 1% | 4 3% | - | - | 2 1% | - | 2 1% | 2 4% | 2 1% | 2 2% | - | - | 1 1% | 3 1% | 4 1% | - | - | - | 4 2% | 3 1% | - | 1 1% | - | - | 4 2% | 2 1% |
| Boone | 12 3% | 4 3% | 2 1% | 6 5% | 9 4% | 3 2% | 12 3% | - | 6 3% | 2 3% | 3 3% | 1 5% | 4 3% | 8 3% | 9 3% | 3 6% | 7 5% | 1 3% | 4 2% | 9 3% | - | 3 4% | 10 5% | 1 2% | 1 1% | 8 3% |
| Buchanan | 8 2% | 2 2% | 6 4% | - | 5 2% | 1 1% | 6 2% | 2 5% | 1 1% | 4 5% | 1 1% | 1 5% | 5 4% | 3 1% | 8 2% | - | - | - | 8 4% | 4 1% | 1 2% | 3 4% | 5 2% | - | 4 2% | 4 1% |
| Butler | 1 * | - | 1 * | 0 * | 0 * | 1 1% | 1 * | - | 1 1% | - | - | - | 1 1% | 0 * | 1 * | - | 0 * | - | 1 * | 1 * | 0 1% | - | - | 0 1% | 1 * | 0 * |
| Caldwell | 4 1% | - | 2 2% | 1 1% | 3 1% | 1 1% | 4 1% | - | 1 1% | - | 2 2% | - | 1 1% | 3 1% | 4 1% | - | - | - | 4 2% | 4 1% | - | - | - | - | 4 2% | 3 1% |
| Callaway | 2 1% | - | 2 1% | 0 * | 2 1% | - | 2 1% | - | 2 1% | - | 0 * | - | 1 1% | 2 1% | 2 1% | - | 1 1% | - | 2 1% | 1 * | - | 1 1% | 1 1% | - | 1 1% | 2 1% |
| Camden | 4 1% | 0 * | 1 1% | 2 2% | 1 1% | 1 1% | 2 1% | 2 4% | 2 1% | 1 1% | 1 1% | - | 3 2% | 1 * | 2 1% | 2 3% | 1 1% | - | 3 1% | 3 1% | 1 2% | - | 2 1% | 2 6% | - | 2 1% |
| Cape Girardeau | 6 1% | 4 3% | - | 2 2% | 4 2% | - | 4 1% | 2 5% | 1 1% | 4 5% | - | - | 2 1% | 4 2% | 6 2% | - | - | 2 6% | 4 2% | 3 1% | - | 3 3% | 2 1% | 1 2% | 4 2% | 2 1% |
| Carroll | 2 * | 2 1% | - | - | - | 2 1% | 2 * | - | 2 1% | - | - | - | - | 2 1% | 2 * | - | - | - | 2 1% | 2 1% | - | - | 2 1% | - | - | 2 1% |
| Carter | 1 * | 1 1% | - | - | - | 1 1% | 1 * | - | - | - | - | 1 4% | - | 1 * | - | - | - | - | 1 * | - | - | 1 1% | - | - | 1 1% | - |
| Cass | 9 2% | 3 2% | 5 3% | 1 1% | 4 2% | 2 1% | 5 1% | 4 8% | 1 1% | 2 2% | 5 5% | - | 4 3% | 5 2% | 8 2% | 1 2% | 5 3% | - | 4 2% | 5 2% | 2 3% | 2 2% | 1 1% | 2 4% | 6 4% | 5 2% |
| Christian | 7 2% | 1 1% | 5 3% | 1 1% | 5 2% | 2 2% | 7 2% | - | 2 1% | 1 1% | 3 4% | - | 3 3% | 3 1% | 6 2% | 1 2% | 2 1% | 1 2% | 5 2% | 4 2% | 1 1% | 2 3% | 2 1% | 2 5% | 3 2% | 3 1% |
| Clay | 15 4% | 3 3% | 8 5% | 4 3% | 8 4% | 3 2% | 11 3% | 4 9% | 4 3% | 6 7% | 2 2% | 1 4% | 6 5% | 8 3% | 11 3% | 4 8% | 6 4% | 2 6% | 7 3% | 11 4% | 3 5% | 1 1% | 7 4% | 1 3% | 7 4% | 13 5% |

32. County

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-----------|-------------------|----------|----------|---------|-----------------|-----------|-----------|-----------|-----------------------------------|-------------------|-----------------------|---------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Clinton | 4 1% | 2 2% | 1 1% | - | 1 1% | - | 1 * | 2 5% | 1 1% | - | 2 2% | - | 2 2% | 1 * | 4 1% | - | 2 2% | - | 1 1% | 1 * | - | 2 3% | - | - | 4 2% | 2 1% |
| Cole | 8 2% | - | 6 4% | 2 2% | 4 2% | 4 3% | 8 2% | - | 3 2% | - | 2 2% | 1 4% | 4 3% | 4 1% | 7 2% | 1 3% | 3 3% | 1 3% | 4 2% | 5 2% | 2 4% | 1 1% | 7 4% | 1 3% | - | 7 2% |
| Dallas | 2 1% | - | - | 2 2% | 1 1% | 1 1% | 2 1% | - | - | 1 1% | - | 1 3% | 1 * | 2 1% | 2 1% | - | - | - | 2 1% | 2 1% | 1 1% | - | 2 1% | - | 1 * | 2 1% |
| Dent | 2 1% | - | 2 1% | 1 1% | 1 1% | 1 1% | 2 1% | - | 1 * | - | 1 1% | - | 1 * | 1 1% | 1 * | 1 2% | 2 2% | - | - | 1 1% | 1 1% | - | 1 * | 1 2% | 1 * | 2 1% |
| Douglas | 0 * | - | - | 0 * | 0 * | - | 0 * | - | - | - | 0 * | - | 0 * | - | 0 * | - | - | - | 0 * | - | 0 * | - | - | - | 0 * | 0 * |
| Dunklin | 1 * | - | 1 * | - | 1 * | - | 1 * | - | - | 1 1% | - | - | - | 1 * | 1 * | - | - | - | 1 * | 1 * | - | - | 1 * | - | - | 1 * |
| Franklin | 9 2% | 4 3% | 3 2% | 2 2% | 5 2% | 4 3% | 9 3% | - | 5 3% | 1 1% | 3 3% | - | 4 3% | 5 2% | 8 2% | - | 3 2% | 1 2% | 5 2% | 5 2% | 1 2% | 3 4% | 4 2% | - | 5 3% | 7 3% |
| Gasconade | 4 1% | 1 1% | 2 1% | 1 1% | 3 1% | 1 1% | 4 1% | - | 4 3% | - | - | - | - | 4 2% | 4 1% | - | 2 1% | - | 3 1% | 4 2% | - | - | 3 1% | - | 2 1% | 3 1% |
| Greene | 19 5% | 4 3% | 10 7% | 5 4% | 10 4% | 7 6% | 17 5% | 2 4% | 12 7% | - | 6 6% | - | 9 7% | 10 4% | 16 4% | 3 7% | 3 3% | 4 10% | 11 5% | 14 5% | 5 8% | - | 12 7% | 3 7% | 4 2% | 11 4% |
| Henry | 3 1% | 1 1% | 2 1% | - | 1 * | 2 2% | 3 1% | - | - | 1 1% | - | 2 7% | 1 1% | 2 1% | 2 1% | 1 2% | 1 1% | - | 2 1% | 2 1% | - | 1 1% | 1 1% | - | 2 1% | 2 1% |
| Hickory | 2 1% | 2 1% | - | 1 1% | 2 1% | - | 2 1% | - | 1 * | - | 1 1% | - | 2 2% | - | 2 1% | - | 1 1% | 1 2% | 1 * | 2 1% | - | 1 1% | 1 * | - | 2 1% | 2 1% |
| Howell | 2 * | 1 1% | 0 * | - | 1 * | 1 * | 2 * | - | 1 1% | 0 1% | - | - | - | 2 1% | 1 * | 0 1% | 0 * | - | 1 * | 2 1% | - | - | 2 1% | - | - | 0 * |
| Iron | 1 * | 1 1% | - | - | - | 1 1% | 1 * | - | - | - | 1 1% | - | - | 1 * | 1 * | - | - | - | 1 * | - | - | 1 1% | - | - | 1 * | 1 * |
| Jackson | 31 8% | 12 9% | 11 7% | 7 7% | 15 7% | 11 9% | 27 8% | 4 9% | 18 11% | 3 4% | 8 8% | 1 4% | 4 3% | 27 10% | 26 7% | 5 11% | 6 4% | 4 10% | 21 9% | 18 7% | 5 8% | 8 10% | 7 4% | 4 12% | 20 11% | 19 7% |
| Jasper | 7 2% | 2 2% | 1 1% | 3 3% | 6 3% | 1 1% | 7 2% | - | 1 1% | 1 1% | 3 4% | - | 1 1% | 6 2% | 7 2% | - | 2 2% | 1 3% | 4 2% | 2 1% | 3 5% | 1 2% | - | 3 9% | 4 2% | 3 1% |
| Jefferson | 21 5% | 3 2% | 10 6% | 9 8% | 18 8% | 3 3% | 21 6% | - | 7 4% | 4 5% | 4 5% | 2 9% | 8 6% | 13 5% | 19 5% | 3 5% | 9 7% | 1 3% | 12 5% | 12 5% | 6 9% | 3 4% | 12 6% | - | 10 6% | 16 6% |
| Johnson | 2 1% | 1 * | - | 2 1% | 2 1% | 1 1% | 2 1% | - | 1 * | - | 1 1% | - | 1 1% | 1 1% | 2 1% | - | 1 1% | - | 1 1% | 2 1% | - | - | 1 * | - | 1 1% | 1 * |

32. County

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-------------|-------------------|---------|---------|---------|-----------------|-----------|-----------|-----------|-----------------------------------|-------------------|-----------------------|---------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nevr | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Laclede | 2 1% | - | 1 *% | 2 1% | 2 1% | - | 2 1% | - | 1 1% | 1 1% | - | - | - | 2 1% | 2 1% | - | 1 *% | 2 4% | - | 1 *% | 1 1% | - | 1 *% | 1 3% | - | 2 1% |
| Lafayette | 4 1% | 3 2% | - | 1 1% | 2 1% | 2 1% | 4 1% | - | 2 1% | 1 1% | 1 1% | - | 2 1% | 2 1% | 4 1% | - | 1 1% | - | 3 1% | 2 1% | 1 1% | 1 1% | 1 *% | - | 3 2% | 2 1% |
| Lincoln | 5 1% | 1 1% | 3 2% | 1 1% | 2 1% | 3 3% | 5 1% | - | 2 1% | 2 3% | 1 1% | - | 1 1% | 4 1% | 3 1% | 2 4% | 1 1% | 1 2% | 3 1% | 3 1% | 1 2% | 1 1% | 5 3% | - | - | 4 1% |
| Linn | 1 *% | - | - | 1 1% | 1 1% | - | 1 *% | - | 1 1% | - | - | - | - | 1 *% | 1 *% | - | - | - | 1 1% | 1 *% | - | - | 1 1% | - | - | - |
| Livingston | 3 1% | 1 1% | 2 1% | - | 2 1% | 1 1% | 3 1% | - | 2 1% | 1 2% | - | - | - | 3 1% | 2 1% | 1 3% | 1 1% | - | 2 1% | 3 1% | - | - | 1 1% | - | 2 1% | 2 1% |
| McDonald | 3 1% | 1 1% | - | 1 1% | 3 1% | - | 3 1% | - | 1 1% | - | - | - | - | 3 1% | 3 1% | - | 3 2% | - | - | 1 1% | 1 2% | - | 1 1% | 3 3% | - | 3 1% |
| Maries | 1 *% | - | - | 1 1% | 1 *% | - | 1 *% | - | - | 1 1% | - | - | 1 1% | - | 1 *% | - | 1 1% | - | - | - | - | 1 1% | 1 *% | - | - | 1 *% |
| Marion | 2 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | - | - | - | - | - | 2 1% | 2 1% | - | 2 2% | - | - | 2 1% | - | - | 2 1% | - | - | 2 1% |
| Miller | 0 *% | 0 *% | - | - | - | 0 *% | 0 *% | - | - | - | - | - | - | 0 *% | 0 *% | - | - | - | 0 *% | 0 *% | - | - | 0 *% | - | - | - |
| Mississippi | 1 *% | - | 1 1% | - | 1 *% | 1 1% | 1 *% | - | 1 *% | - | 1 1% | - | - | 1 1% | 1 *% | 1 1% | - | 1 2% | 1 *% | - | 1 1% | 1 1% | 1 *% | - | 1 *% | 1 *% |
| Moniteau | 1 *% | 1 *% | - | - | - | 1 *% | 1 *% | - | - | 1 1% | - | - | - | 1 *% | 1 *% | - | - | - | 1 *% | - | 1 1% | - | 1 *% | - | - | - |
| Montgomery | 2 *% | 1 1% | 1 *% | - | 2 1% | - | 2 *% | - | - | - | 2 2% | - | 1 1% | 1 *% | 2 *% | - | - | - | 2 1% | - | - | 2 2% | - | - | 2 1% | 1 *% |
| Morgan | 5 1% | 3 2% | 1 *% | 2 2% | 1 *% | - | 1 *% | 2 4% | - | 2 2% | 3 3% | 1 2% | 2 2% | 3 1% | 2 1% | 3 5% | 1 *% | - | 4 2% | 3 1% | - | 2 2% | 5 3% | - | - | 3 1% |
| New Madrid | 1 *% | - | 1 *% | - | 1 *% | - | 1 *% | - | 1 *% | - | - | - | - | 1 *% | 1 *% | - | - | 1 2% | - | 1 *% | - | - | 1 *% | - | - | 1 *% |
| Newton | 4 1% | 2 2% | 1 1% | - | 3 1% | 1 1% | 4 1% | - | - | 1 2% | 2 2% | - | 2 2% | 1 *% | 4 1% | - | 1 1% | - | 2 1% | 1 *% | 1 2% | 1 1% | - | - | 4 2% | 1 *% |
| Oregon | 1 *% | - | - | 1 1% | 0 *% | 0 *% | 1 *% | - | 1 1% | - | - | - | 1 1% | - | 1 *% | - | - | - | 1 *% | - | 0 1% | 0 1% | 0 *% | - | 0 *% | 0 *% |
| Osage | 4 1% | - | 3 2% | 1 1% | 3 1% | 1 1% | 4 1% | - | 2 1% | 1 1% | 1 1% | - | 2 2% | 1 *% | 4 1% | - | 2 2% | - | 2 1% | 3 1% | 1 1% | - | 2 1% | 1 3% | - | 2 1% |

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| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|----------------|-------------------|-----------|-----------|-----------|-----------------|-----------|-----------|-----------|-----------------------------------|-------------------|-----------------------|----------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Ozark | 0 *% | 0 *% | - | - | - | 0 *% | 0 *% | - | 0 *% | - | - | - | - | 0 *% | 0 *% | - | - | - | 0 *% | - | - | 0 *% | - | - | 0 *% | 0 *% |
| Pemiscot | 2 *% | 2 1% | - | - | - | 2 1% | 2 *% | - | 2 1% | - | - | - | - | 2 1% | 2 *% | - | 2 1% | - | - | - | - | 2 2% | - | - | 2 1% | 2 1% |
| Perry | 1 *% | - | - | 1 1% | 1 *% | - | 1 *% | - | 1 *% | - | - | - | - | 1 *% | 1 *% | - | - | 1 2% | - | - | 1 1% | - | 1 *% | - | - | 1 *% |
| Pettis | 2 1% | - | 1 1% | 1 1% | 1 1% | 1 1% | 2 1% | - | 2 1% | - | - | - | 2 2% | - | 2 1% | - | - | - | 2 1% | 1 *% | - | 2 2% | 1 *% | - | 2 1% | 2 1% |
| Phelps | 2 1% | 1 1% | - | 1 1% | 1 *% | 1 1% | 2 1% | - | 1 1% | 1 2% | - | - | - | 2 1% | 2 1% | - | - | 1 3% | 1 *% | 2 1% | - | - | 2 1% | - | - | 2 1% |
| Platte | 8 2% | 2 2% | 3 3% | 3 3% | 7 3% | 1 1% | 8 2% | - | 3 2% | 1 1% | 4 4% | - | 5 4% | 3 1% | 8 2% | - | 5 4% | - | 3 1% | 6 2% | 1 2% | 1 2% | 3 2% | - | 5 3% | 5 2% |
| Polk | 1 *% | 1 1% | - | - | 1 1% | - | 1 *% | - | 1 *% | - | 1 1% | - | - | 1 *% | 1 *% | - | 1 *% | - | 1 *% | 1 1% | - | - | - | 1 2% | 1 *% | 1 *% |
| Pulaski | 2 *% | 2 1% | - | - | - | - | - | 2 4% | - | - | - | 2 6% | - | 2 1% | 2 *% | - | - | - | 2 1% | - | 2 3% | - | - | 2 4% | - | - |
| Ralls | 2 1% | 2 2% | - | - | 2 1% | - | 2 1% | - | 2 1% | - | - | - | - | 2 1% | 2 1% | - | - | - | 2 1% | 2 1% | - | - | 2 1% | - | - | 2 1% |
| Ray | 2 1% | 1 1% | - | 1 1% | 1 1% | 1 1% | 2 1% | - | 1 1% | - | 1 1% | - | 2 2% | - | 2 1% | - | - | - | 2 1% | 2 1% | - | - | - | - | 2 1% | 2 1% |
| Ripley | 1 *% | - | 1 *% | - | 1 *% | - | 1 *% | - | 1 *% | - | - | - | - | 1 *% | 1 *% | - | - | 1 2% | - | 1 *% | - | - | 1 *% | - | - | 1 *% |
| St. Charles | 35 9% | 9 7% | 15 10% | 10 9% | 16 7% | 13 11% | 29 9% | 2 5% | 15 9% | 4 5% | 9 9% | 2 9% | 7 6% | 28 10% | 31 9% | 4 9% | 17 13% | 7 18% | 11 5% | 24 9% | 8 13% | 3 4% | 18 9% | 2 6% | 15 9% | 30 11% |
| St. Clair | 3 1% | 3 2% | - | - | - | - | - | - | 3 2% | - | - | - | - | 3 1% | 3 1% | - | - | - | 3 1% | 3 1% | - | - | 3 2% | - | - | 3 1% |
| Ste. Genevieve | 2 *% | - | 2 1% | - | 2 1% | - | 2 1% | - | 1 1% | - | 1 1% | - | - | 2 1% | 2 1% | - | 1 1% | - | 1 *% | 1 *% | - | 1 1% | - | - | 2 1% | 2 1% |
| St. Francois | 4 1% | 1 1% | 3 2% | - | 0 *% | 0 *% | 0 *% | 1 3% | - | 2 3% | 0 *% | 1 5% | 4 3% | 0 *% | 4 1% | - | 0 *% | - | 4 2% | 0 *% | - | 4 4% | 0 *% | - | 4 2% | 2 1% |
| St. Louis | 58 15% | 19 15% | 20 13% | 19 17% | 26 12% | 21 17% | 47 14% | 11 25% | 20 12% | 20 24% | 11 11% | 5 20% | 12 10% | 46 17% | 47 14% | 11 23% | 24 18% | 5 12% | 30 13% | 42 16% | 6 9% | 11 13% | 30 16% | 5 13% | 24 14% | 43 16% |
| Schuyler | 2 1% | - | 2 1% | - | - | 2 2% | 2 1% | - | 2 1% | - | - | - | - | 2 1% | 2 1% | - | 2 2% | - | - | 2 1% | - | - | 2 1% | - | - | 2 1% |

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| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|----------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Scott | 3 1% | 2 1% | - | 2 1% | 2 1% | 1 1% | 3 1% | - | 2 1% | - | 1 1% | - | 2 1% | 2 1% | 3 1% | - | - | - | 3 1% | 3 1% | - | - | 2 1% | - | 1 1% | 2 1% |
| Stoddard | 3 1% | 1 1% | 2 1% | - | - | 1 1% | 1 * | 2 4% | - | 1 1% | - | 2 6% | 2 1% | 1 * | 3 1% | - | 2 1% | 1 3% | - | 1 * | 2 3% | - | 1 1% | 2 4% | - | 3 1% |
| Stone | 2 1% | 1 1% | - | 1 1% | 2 1% | - | 2 1% | - | 1 1% | 1 1% | - | - | - | 2 1% | 2 1% | - | - | - | 2 1% | 1 * | - | 1 1% | - | - | 2 1% | 2 1% |
| Taney | 4 1% | 1 1% | 3 2% | - | 3 1% | 1 1% | 4 1% | - | - | - | 3 3% | - | 1 1% | 3 1% | 4 1% | - | 1 1% | - | 3 1% | 3 1% | - | 1 2% | 1 1% | - | 3 2% | - |
| Texas | 2 * | 1 1% | 1 1% | - | 2 1% | - | 2 * | - | 2 1% | - | - | - | 0 * | 1 * | 2 * | - | 1 1% | - | 0 * | 0 * | - | 1 2% | 1 * | - | 1 1% | 2 1% |
| Vernon | 2 1% | 1 1% | 1 1% | - | 2 1% | - | 2 1% | - | 2 1% | - | - | - | - | 2 1% | 2 1% | - | 2 2% | - | - | 2 1% | - | - | 1 * | - | 1 1% | 1 * |
| Warren | 4 1% | 1 1% | 3 2% | - | 3 1% | 1 1% | 4 1% | - | 1 * | 1 1% | 1 2% | - | 3 3% | 1 * | 4 1% | - | 1 1% | - | 2 1% | 1 * | 1 2% | 1 2% | 3 1% | - | 1 1% | 3 1% |
| Wayne | 2 * | 1 1% | 1 * | - | - | 2 1% | 2 * | - | 1 * | - | - | - | - | 2 1% | 2 * | - | - | - | 2 1% | 1 * | - | 1 1% | - | - | 2 1% | 1 * |
| Webster | 4 1% | 2 1% | 1 * | 1 1% | 2 1% | 2 1% | 4 1% | - | 2 1% | 1 1% | 1 1% | - | 2 2% | 1 1% | 3 1% | 1 1% | 2 1% | - | 2 1% | 2 1% | - | 1 1% | 2 1% | - | 1 1% | 2 1% |
| Wright | 1 * | 1 * | 1 * | - | 1 * | 1 * | 1 * | - | 1 1% | - | - | - | - | 1 * | 1 * | - | - | - | 1 1% | - | 1 1% | 1 1% | 1 1% | - | - | 1 * |
| St. Louis City | 6 1% | 2 1% | - | 4 4% | 2 1% | 3 3% | 5 1% | 1 2% | 1 1% | 2 2% | 2 2% | - | - | 6 2% | 5 1% | 1 2% | 2 1% | 1 2% | 3 1% | 3 1% | - | 3 3% | 4 2% | - | 2 1% | 4 2% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

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| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | | | |
|----------------|---|---------|---------------|---------|---|---------|---------------|---------|---|---------------------|-----------------------------|---------------------|---------------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|--------------|---------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Adair | 2 1% | - | - | 2 2% | - | - | - | 2 4% | - | - | - | 2 4% | - | - | - | - | - | - | - | 2 1% | 2 2% | - | 2 1% | - | - |
| Audrain | 2 1% | - | - | - | 2 1% | 2 1% | - | - | - | - | - | - | - | 2 1% | - | - | - | - | 2 1% | - | - | - | 1 1% | 1 1% | |
| Barry | 5 1% | - | 2 2% | 1 1% | 1 1% | 1 1% | 2 6% | - | 1 1% | - | 2 6% | - | 1 2% | 1 1% | 1 2% | 1 2% | - | 1 1% | - | 3 1% | 1 1% | 2 2% | 3 2% | - | 1 2% |
| Barton | 1 *% | - | 1 1% | - | - | 1 *% | - | - | - | - | - | - | - | 1 1% | - | - | - | - | 1 *% | 1 1% | - | 1 *% | - | - | |
| Benton | 4 1% | - | 3 3% | - | 1 1% | 4 2% | - | - | - | 2 1% | - | - | - | 4 2% | - | - | - | 2 6% | 2 1% | 1 1% | - | 1 *% | 2 2% | 1 1% | |
| Boone | 12 3% | 1 2% | 3 3% | 4 5% | 3 2% | 8 4% | 1 3% | 3 6% | - | 5 4% | 1 3% | 3 6% | - | 7 4% | 3 4% | 2 4% | 5 6% | 2 6% | 5 2% | 4 4% | 3 2% | 7 3% | 3 3% | 2 2% | |
| Buchanan | 8 2% | - | 3 3% | 1 1% | 4 3% | 4 2% | - | - | 4 5% | 1 1% | - | - | 3 4% | 4 2% | - | - | - | - | 8 3% | - | 5 4% | 5 2% | 1 1% | 2 3% | |
| Butler | 1 *% | 0 1% | - | - | 1 *% | 0 *% | - | - | 1 1% | - | - | - | 1 1% | - | 0 1% | - | 0 *% | - | 1 *% | - | - | - | 0 1% | 1 1% | |
| Caldwell | 4 1% | - | 3 3% | - | 1 1% | 3 1% | - | - | 1 1% | - | - | - | 1 1% | 3 2% | - | - | - | 1 4% | 3 1% | 3 3% | - | 3 1% | 1 1% | - | |
| Callaway | 2 1% | - | 1 1% | 0 1% | 1 1% | 1 1% | - | - | 1 1% | 1 1% | - | - | 1 1% | 1 1% | - | - | - | - | 2 1% | 1 1% | 0 *% | 1 1% | - | 1 1% | |
| Camden | 4 1% | 1 1% | 2 2% | 2 2% | - | 3 2% | - | 1 1% | - | 3 3% | - | 1 1% | - | 3 2% | 1 1% | 1 1% | 1 1% | - | 3 1% | - | 0 *% | 0 *% | 3 4% | - | |
| Cape Girardeau | 6 1% | - | 1 1% | - | 5 3% | 4 2% | - | - | 2 2% | 3 2% | - | - | 2 3% | 4 2% | 1 1% | 1 1% | 2 1% | 1 3% | 4 2% | 1 1% | 2 1% | 2 1% | 1 1% | 3 4% | |
| Carroll | 2 *% | - | - | 2 2% | - | - | - | 2 3% | - | - | - | 2 3% | - | - | - | - | - | - | 2 1% | - | 2 1% | 2 1% | - | - | |
| Carter | 1 *% | - | - | - | 1 1% | - | - | - | 1 1% | - | - | - | 1 1% | - | - | - | - | - | 1 *% | - | - | - | - | 1 1% | |
| Cass | 9 2% | 5 8% | 2 2% | - | 2 1% | 6 3% | 2 5% | - | 1 1% | 4 3% | 2 5% | - | 1 2% | 1 1% | 3 4% | 2 3% | 5 3% | - | 4 2% | 1 1% | 6 4% | 6 3% | 1 1% | 1 1% | |
| Christian | 7 2% | 1 2% | 4 5% | 1 1% | 1 1% | 3 1% | 2 5% | - | 2 2% | - | 2 5% | - | 1 1% | 2 1% | 1 1% | - | 1 *% | 2 5% | 5 2% | 3 4% | 1 1% | 4 2% | 1 1% | 2 2% | |
| Clay | 15 4% | 1 1% | 2 2% | 1 1% | 11 7% | 8 4% | 1 3% | 1 2% | 5 5% | 7 5% | 1 3% | 1 2% | 5 6% | 7 5% | 3 4% | 1 2% | 4 3% | - | 11 5% | 4 4% | 6 5% | 10 5% | 2 2% | 3 3% | |

32. County

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-----------|---|---------|---------------|----------|-------------|---|---------------|----------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Clinton | 4 1% | 2 4% | 1 1% | - | - | 4 2% | - | - | - | 4 3% | - | - | - | 1 1% | - | 2 4% | 2 2% | - | 1 *% | - | 1 1% | 1 1% | 2 3% | - | |
| Cole | 8 2% | 1 2% | 1 1% | 5 6% | 1 1% | 2 1% | - | 5 9% | 1 1% | 1 1% | - | 5 10% | 1 1% | 1 1% | 1 1% | 2 4% | 3 2% | - | 5 2% | 3 4% | 3 3% | 7 3% | - | 1 1% | |
| Dallas | 2 1% | - | - | 1 1% | 1 1% | - | - | 1 2% | 1 1% | - | - | 1 2% | 1 1% | - | - | - | - | 1 3% | 1 1% | - | 1 1% | 1 *% | 1 1% | 1 1% | |
| Dent | 2 1% | 2 3% | - | - | 1 *% | 2 1% | - | - | 1 1% | - | - | - | 1 1% | - | 1 2% | 1 2% | 2 2% | - | - | 1 1% | 1 1% | 1 1% | 1 1% | - | |
| Douglas | 0 *% | - | - | - | 0 *% | - | - | - | 0 *% | - | - | - | 0 *% | - | - | - | - | - | 0 *% | - | - | - | 0 *% | - | |
| Dunklin | 1 *% | - | - | 1 1% | - | 1 *% | - | - | - | 1 1% | - | - | - | 1 *% | - | - | - | - | 1 *% | - | 1 1% | 1 *% | - | - | |
| Franklin | 9 2% | 1 2% | 1 1% | 1 1% | 6 3% | 6 3% | - | 1 2% | 2 2% | 2 2% | - | 1 2% | 2 2% | 5 3% | 1 1% | 1 2% | 2 2% | - | 7 3% | - | 4 3% | 4 2% | 2 2% | 3 4% | |
| Gasconade | 4 1% | 2 3% | - | 3 3% | - | 2 1% | - | 1 3% | 1 1% | - | - | 1 3% | - | - | 1 2% | 2 3% | 3 2% | 1 4% | - | - | 3 2% | 3 1% | 2 2% | - | |
| Greene | 19 5% | 1 1% | 6 7% | 8 10% | 4 2% | 8 4% | 2 6% | 6 12% | 3 3% | 4 4% | 2 6% | 6 12% | 2 3% | 7 5% | 2 3% | 2 3% | 4 3% | 3 9% | 12 5% | 4 4% | 8 6% | 12 5% | 6 7% | 1 1% | |
| Henry | 3 1% | - | - | - | 3 2% | 1 *% | - | - | 2 2% | 1 1% | - | - | 2 2% | 1 1% | - | - | - | - | 3 1% | 1 1% | - | 1 *% | 2 2% | - | |
| Hickory | 2 1% | 1 1% | - | - | 2 1% | 2 1% | - | - | 1 1% | 2 1% | - | - | 1 1% | 1 1% | - | 2 3% | 2 1% | - | 1 *% | - | - | - | 2 3% | - | |
| Howell | 2 *% | - | 2 2% | - | - | - | 1 3% | - | 1 1% | - | 1 3% | - | - | - | - | 0 1% | 0 *% | - | 1 *% | 0 1% | 1 1% | 2 1% | - | - | |
| Iron | 1 *% | - | 1 1% | - | - | - | - | - | 1 1% | - | - | - | - | - | - | - | - | 1 2% | - | - | - | - | 1 1% | - | |
| Jackson | 31 8% | 3 5% | 7 8% | 2 2% | 17 10% | 15 7% | 6 16% | 2 4% | 7 8% | 10 8% | 4 12% | 2 4% | 6 7% | 13 8% | 7 9% | 1 2% | 8 6% | - | 23 10% | 9 10% | 9 7% | 17 8% | 5 5% | 9 10% | |
| Jasper | 7 2% | 3 6% | 2 3% | - | 1 1% | 3 2% | 1 3% | - | 2 3% | - | - | - | 1 1% | 1 1% | 1 1% | 2 4% | 3 3% | 1 4% | 2 1% | 1 1% | 1 1% | 2 1% | 2 2% | 2 3% | |
| Jefferson | 21 5% | 5 9% | 2 3% | 6 8% | 8 5% | 10 5% | 2 6% | 6 13% | 2 2% | 7 6% | 2 7% | 6 14% | 2 3% | 6 3% | 6 8% | 4 7% | 10 8% | 1 3% | 11 5% | 8 9% | 4 3% | 12 5% | 4 5% | 6 6% | |
| Johnson | 2 1% | - | - | 1 1% | 1 1% | 1 1% | - | - | 1 1% | 1 1% | - | - | 1 1% | 1 1% | 1 1% | - | 1 1% | - | 1 1% | - | 1 1% | 1 *% | - | 1 2% | |

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| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | | |
|-------------|---|---------|---------------|---------|---|---------|---------------|---------|---|---------------------|-----------------------------|---------------------|---------------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Laclede | 2 1% | 1 1% | - | 1 1% | 1 *% | 1 *% | - | 1 2% | 1 1% | - | - | 1 2% | 1 1% | - | 2 3% | - | 2 2% | - | - | - | 1 1% | 1 *% | 1 1% | 1 1% |
| Lafayette | 4 1% | 1 1% | 1 1% | - | 2 1% | 3 1% | - | - | 1 1% | 1 1% | - | - | - | 2 1% | 1 1% | - | 1 1% | - | 3 1% | - | 1 1% | 1 *% | 1 1% | 2 2% |
| Lincoln | 5 1% | 1 2% | - | 2 2% | 2 1% | 2 1% | - | 2 4% | 1 1% | 2 2% | - | 2 4% | 1 1% | 1 1% | - | 1 2% | 1 1% | 1 3% | 3 1% | - | 2 1% | 2 1% | 2 2% | 1 1% |
| Linn | 1 *% | - | - | 1 1% | - | 1 1% | - | - | - | 1 1% | - | - | - | 1 1% | - | - | - | - | 1 *% | 1 1% | - | 1 1% | - | - |
| Livingston | 3 1% | - | 2 3% | - | 1 1% | 2 1% | 1 3% | - | - | 1 1% | 1 4% | - | - | 2 1% | - | - | - | - | 3 1% | - | 2 2% | 2 1% | - | 1 1% |
| McDonald | 3 1% | 1 2% | - | 1 2% | - | 3 1% | - | - | - | 3 2% | - | - | - | 1 1% | 1 2% | 1 2% | 3 2% | - | - | - | 1 1% | 1 1% | 1 1% | - |
| Maries | 1 *% | - | - | 1 1% | - | 1 *% | - | - | - | 1 1% | - | - | - | 1 *% | - | - | - | - | 1 *% | - | 1 1% | 1 *% | - | - |
| Marion | 2 1% | - | 2 3% | - | - | - | 2 6% | - | - | - | 2 7% | - | - | - | - | - | - | 2 7% | - | - | 2 2% | 2 1% | - | - |
| Miller | 0 *% | - | - | - | 0 *% | 0 *% | - | - | - | 0 *% | - | - | - | 0 *% | - | - | - | - | 0 *% | - | 0 *% | 0 *% | - | - |
| Mississippi | 1 *% | - | - | 1 2% | - | - | - | 1 1% | 1 1% | - | - | 1 1% | - | - | 1 1% | - | 1 1% | - | 1 *% | 1 1% | - | 1 *% | 1 1% | - |
| Moniteau | 1 *% | - | - | 1 1% | - | 1 *% | - | - | - | 1 *% | - | - | - | 1 *% | - | - | - | - | 1 *% | - | - | - | 1 1% | - |
| Montgomery | 2 *% | - | 1 1% | - | 1 *% | 2 1% | - | - | - | - | - | - | - | 2 1% | - | - | - | - | 2 1% | - | 2 1% | 2 1% | - | - |
| Morgan | 5 1% | - | - | 3 3% | 2 1% | 3 1% | - | - | 2 2% | 3 3% | - | - | 2 2% | 3 2% | - | - | - | - | 5 2% | - | 3 2% | 3 1% | - | 2 3% |
| New Madrid | 1 *% | - | - | 1 1% | - | - | - | 1 1% | - | - | - | 1 2% | - | - | - | 1 1% | 1 1% | - | - | - | 1 1% | 1 *% | - | - |
| Newton | 4 1% | 1 2% | - | - | 2 1% | 4 2% | - | - | - | 2 2% | - | - | - | 2 2% | 1 2% | - | 1 1% | - | 2 1% | - | - | - | 2 3% | 1 1% |
| Oregon | 1 *% | - | - | - | 1 1% | 0 *% | - | - | 0 1% | 0 *% | - | - | 0 1% | 0 *% | - | - | - | - | 1 *% | - | - | - | - | 1 1% |
| Osage | 4 1% | - | 2 3% | - | 1 1% | 2 1% | 2 4% | - | 0 *% | 1 1% | 2 4% | - | 0 1% | 2 1% | - | 2 4% | 2 2% | - | 1 1% | 2 2% | 1 1% | 3 1% | 1 1% | - |

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| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | | |
|----------------|---|----------|---------------|-----------|---|-----------|---------------|----------|---|---------------------|-----------------------------|---------------------|---------------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Ozark | 0 *% | - | - | - | 0 *% | - | - | - | 0 *% | - | - | - | 0 *% | - | - | - | - | - | 0 *% | - | 0 *% | 0 *% | - | - |
| Pemiscot | 2 *% | 2 3% | - | - | - | 2 1% | - | - | - | - | - | - | - | - | 2 2% | - | 2 1% | - | - | 2 2% | - | 2 1% | - | - |
| Perry | 1 *% | - | - | 1 1% | - | - | - | 1 2% | - | - | - | 1 2% | - | - | - | - | - | 1 2% | - | - | - | - | 1 1% | - |
| Pettis | 2 1% | - | 1 1% | - | 2 1% | - | - | - | 2 2% | - | - | - | 2 2% | - | - | - | - | - | 2 1% | - | 1 1% | 1 *% | - | 2 2% |
| Phelps | 2 1% | - | - | 2 3% | - | 1 *% | - | 1 3% | - | 1 1% | - | 1 3% | - | 1 1% | 1 2% | 1 2% | 2 2% | - | - | 1 1% | 1 1% | 2 1% | - | - |
| Platte | 8 2% | 1 2% | 1 1% | 1 1% | 5 3% | 6 3% | - | - | 1 2% | 5 4% | - | - | 1 2% | 5 3% | 1 1% | 1 1% | 2 1% | - | 6 3% | 1 1% | 3 3% | 4 2% | 1 1% | 3 3% |
| Polk | 1 *% | 1 1% | 1 1% | - | - | 1 *% | 1 2% | - | - | - | 1 2% | - | - | - | 1 1% | - | 1 *% | - | 1 *% | 1 1% | - | 1 *% | 1 1% | - |
| Pulaski | 2 *% | - | - | - | 2 1% | - | - | - | 2 2% | - | - | - | 2 2% | - | - | - | - | - | 2 1% | - | - | - | 2 2% | - |
| Ralls | 2 1% | - | - | 2 3% | - | 2 1% | - | - | - | 2 2% | - | - | - | 2 1% | - | 2 4% | 2 2% | - | - | - | 2 2% | 2 1% | - | - |
| Ray | 2 1% | - | - | - | 2 1% | 2 1% | - | - | - | 2 2% | - | - | - | 2 2% | - | - | - | - | 2 1% | - | 2 2% | 2 1% | - | - |
| Ripley | 1 *% | - | - | 1 1% | - | - | - | 1 1% | - | - | - | 1 2% | - | - | - | - | - | 1 2% | - | 1 1% | - | 1 *% | - | - |
| St. Charles | 35 9% | 6 12% | 8 9% | 7 8% | 14 8% | 16 7% | 3 9% | 4 9% | 11 11% | 9 7% | 3 10% | 3 7% | 11 13% | 9 6% | 11 15% | 6 11% | 18 14% | 3 8% | 15 6% | 10 11% | 13 10% | 23 10% | 9 10% | 2 3% |
| St. Clair | 3 1% | - | 3 3% | - | - | - | 3 8% | - | - | - | 3 8% | - | - | - | - | - | - | 3 9% | - | - | 3 2% | 3 1% | - | - |
| Ste. Genevieve | 2 *% | - | - | - | 2 1% | 2 1% | - | - | - | 1 1% | - | - | - | 2 1% | - | - | - | - | 2 1% | - | - | - | 1 1% | 1 1% |
| St. Francois | 4 1% | - | 0 *% | 0 *% | 4 2% | 0 *% | - | 0 *% | 4 4% | 0 *% | - | 0 *% | 4 4% | 0 *% | - | 0 *% | 0 *% | - | 4 2% | - | 0 *% | 0 *% | - | 4 4% |
| St. Louis | 58 15% | 8 15% | 13 14% | 11 14% | 26 15% | 32 15% | 5 13% | 5 10% | 17 17% | 18 14% | 4 11% | 5 11% | 15 17% | 23 15% | 15 20% | 9 16% | 24 18% | 4 13% | 30 13% | 18 20% | 20 15% | 37 17% | 11 12% | 10 11% |
| Schuyler | 2 1% | - | - | - | 2 1% | 2 1% | - | - | - | - | - | - | - | 2 1% | - | - | - | 2 7% | - | - | - | - | 2 2% | - |

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| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|----------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| Scott | 3 1% | - | 2 2% | - | 2 1% | 3 1% | - | - | - | 2 2% | - | - | - | 3 2% | - | - | - | - | 3 1% | 1 1% | 1 1% | 2 1% | 1 1% | 1 1% |
| Stoddard | 3 1% | 2 3% | 1 1% | - | - | 3 1% | - | - | - | 1 1% | - | - | - | 1 1% | - | 2 3% | 2 1% | - | 1 *% | - | - | - | 3 3% | - |
| Stone | 2 1% | - | - | - | 2 1% | 2 1% | - | - | - | 2 2% | - | - | - | 2 1% | - | - | - | - | 2 1% | - | - | - | - | 2 3% |
| Taney | 4 1% | 1 2% | 1 2% | - | 1 1% | 3 1% | - | 1 3% | - | 1 1% | - | - | - | 1 1% | 1 2% | - | 1 1% | - | 3 1% | - | 1 1% | 1 1% | 1 2% | 1 2% |
| Texas | 2 *% | 1 1% | - | 1 1% | 0 *% | 2 1% | - | - | - | 1 1% | - | - | - | 1 1% | - | 1 2% | 1 1% | - | 0 *% | - | - | - | - | 2 2% |
| Vernon | 2 1% | - | 2 2% | - | - | 2 1% | - | - | - | 1 1% | - | - | - | 2 1% | 1 1% | 1 2% | 2 2% | - | - | 1 1% | 1 1% | 2 1% | - | - |
| Warren | 4 1% | 1 1% | - | 2 3% | 1 1% | 2 1% | - | - | 2 2% | 1 1% | - | - | 1 1% | 1 1% | 1 1% | - | 1 1% | - | 3 1% | 1 1% | - | 1 *% | 2 2% | 1 1% |
| Wayne | 2 *% | - | - | - | 2 1% | 2 1% | - | - | - | 2 1% | - | - | - | 2 1% | - | - | - | - | 2 1% | - | - | - | - | 2 2% |
| Webster | 4 1% | - | 1 1% | - | 2 1% | 1 *% | 1 3% | - | 2 2% | - | 1 3% | - | 2 2% | 1 *% | - | 1 1% | 1 1% | - | 3 1% | 1 1% | 1 1% | 2 1% | 1 1% | 1 1% |
| Wright | 1 *% | - | - | 1 1% | - | 1 *% | - | 1 1% | - | 1 *% | - | 1 1% | - | 1 *% | - | - | - | - | 1 1% | - | - | - | 1 1% | - |
| St. Louis City | 6 1% | - | - | - | 6 3% | 2 1% | - | - | 4 4% | - | - | - | 4 5% | 2 1% | 2 2% | - | 2 1% | - | 4 2% | 3 4% | - | 3 1% | - | 3 3% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

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| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|----------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Adair | 2 1% | 2 3% | - | 2 1% | - | - | - | - | 2 2% | - | 2 2% |
| Audrain | 2 1% | - | - | - | - | 2 1% | - | 1 *% | 1 1% | 1 *% | - |
| Barry | 5 1% | 2 3% | 1 1% | 3 2% | - | 1 1% | - | 5 2% | - | 3 1% | 2 2% |
| Barton | 1 *% | 1 1% | - | 1 1% | - | - | - | 1 *% | - | 1 *% | - |
| Benton | 4 1% | - | - | - | - | 4 2% | 2 15% | 2 1% | - | 4 1% | - |
| Boone | 12 3% | 3 4% | 5 5% | 8 5% | 4 9% | - | 2 17% | 5 2% | 5 4% | 7 3% | 4 3% |
| Buchanan | 8 2% | - | 4 4% | 4 2% | - | 4 2% | - | 6 2% | 2 2% | 5 2% | 3 2% |
| Butler | 1 *% | - | - | - | 0 1% | 1 *% | - | - | 1 1% | 0 *% | 1 1% |
| Caldwell | 4 1% | - | - | - | 1 3% | 3 1% | - | 2 1% | 1 1% | 1 *% | 2 2% |
| Callaway | 2 1% | - | 0 *% | 0 *% | - | 2 1% | - | 0 *% | 2 1% | 2 1% | - |
| Camden | 4 1% | 2 2% | 1 1% | 3 2% | 1 3% | - | - | 2 1% | 2 1% | 3 1% | 1 1% |
| Cape Girardeau | 6 1% | 2 2% | - | 2 1% | - | 4 2% | - | 3 1% | 3 2% | 5 2% | 1 1% |
| Carroll | 2 *% | - | 2 2% | 2 1% | - | - | - | 2 1% | - | - | 2 1% |
| Carter | 1 *% | - | - | - | - | 1 1% | - | 1 *% | - | 1 *% | - |
| Cass | 9 2% | - | 2 2% | 2 1% | 1 2% | 6 3% | - | 4 2% | 4 3% | 9 3% | - |
| Christian | 7 2% | 2 2% | 2 2% | 3 2% | 2 4% | 2 1% | - | 6 2% | 1 1% | 5 2% | 1 1% |

32. County

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-----------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Clay | 15 4% | 1 1% | 2 3% | 3 2% | 2 5% | 9 5% | 2 15% | 9 4% | 4 3% | 10 4% | 5 4% |
| Clinton | 4 1% | - | - | - | - | 4 2% | - | 4 1% | - | - | 4 3% |
| Cole | 8 2% | 3 4% | 2 2% | 6 3% | 2 5% | - | - | 6 2% | 2 2% | 2 1% | 6 5% |
| Dallas | 2 1% | - | 1 1% | 1 *% | 1 1% | 1 *% | - | 2 1% | 1 *% | 1 *% | 1 1% |
| Dent | 2 1% | - | 1 2% | 1 1% | - | 1 *% | - | 1 *% | 1 1% | 1 *% | 1 1% |
| Douglas | 0 *% | - | - | - | - | 0 *% | - | - | 0 *% | 0 *% | - |
| Dunklin | 1 *% | - | 1 1% | 1 *% | - | - | - | 1 *% | - | 1 *% | - |
| Franklin | 9 2% | - | 2 2% | 2 1% | - | 7 4% | - | 5 2% | 4 3% | 6 2% | 2 2% |
| Gasconade | 4 1% | 1 2% | 1 1% | 3 1% | - | 2 1% | - | 3 1% | 1 1% | 3 1% | 1 1% |
| Greene | 19 5% | 5 7% | 8 8% | 14 8% | 2 4% | 3 2% | 1 10% | 11 4% | 7 5% | 11 4% | 6 5% |
| Henry | 3 1% | - | - | - | - | 3 2% | - | 2 1% | 1 1% | 2 1% | 1 1% |
| Hickory | 2 1% | 1 1% | - | 1 *% | - | 2 1% | - | 2 1% | 1 1% | 1 *% | 1 1% |
| Howell | 2 *% | - | 2 2% | 2 1% | - | - | - | - | 2 1% | 1 *% | 1 *% |
| Iron | 1 *% | - | - | - | 1 2% | - | - | - | 1 1% | - | - |
| Jackson | 31 8% | 3 4% | 4 4% | 7 4% | 2 5% | 22 12% | 1 8% | 16 7% | 10 8% | 20 8% | 8 7% |
| Jasper | 7 2% | - | - | - | 2 5% | 5 3% | - | 5 2% | 2 2% | 6 2% | 1 1% |

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| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Jefferson | 21 5% | 6 8% | 4 4% | 11 6% | 2 5% | 9 5% | 1 10% | 16 6% | 4 3% | 11 4% | 8 7% |
| Johnson | 2 1% | 1 1% | - | 1 *% | - | 1 1% | - | 1 1% | 1 1% | 1 1% | 1 1% |
| Laclede | 2 1% | 1 1% | 1 1% | 2 1% | 1 1% | - | - | - | 2 2% | 2 1% | 1 *% |
| Lafayette | 4 1% | - | 1 1% | 1 1% | - | 3 1% | - | 2 1% | 2 1% | 3 1% | 1 1% |
| Lincoln | 5 1% | 3 4% | 2 2% | 5 3% | - | - | - | 5 2% | - | 3 1% | 2 2% |
| Linn | 1 *% | 1 2% | - | 1 1% | - | - | - | 1 *% | - | - | 1 1% |
| Livingston | 3 1% | - | 2 2% | 2 1% | - | 1 1% | - | 3 1% | - | 2 1% | - |
| McDonald | 3 1% | - | 1 1% | 1 1% | 1 3% | - | 1 9% | - | 1 1% | 1 *% | 1 1% |
| Maries | 1 *% | - | 1 1% | 1 *% | - | - | - | 1 *% | - | 1 *% | - |
| Marion | 2 1% | 2 3% | - | 2 1% | - | - | - | - | 2 2% | 2 1% | - |
| Miller | 0 *% | - | 0 *% | 0 *% | - | - | - | 0 *% | - | 0 *% | - |
| Mississippi | 1 *% | - | 1 2% | 1 1% | - | - | - | 1 *% | 1 1% | 1 *% | 1 1% |
| Moniteau | 1 *% | - | 1 1% | 1 *% | - | - | - | 1 *% | - | 1 *% | - |
| Montgomery | 2 *% | - | - | - | - | 2 1% | - | 1 *% | 1 1% | 2 1% | - |
| Morgan | 5 1% | - | 3 3% | 3 1% | - | 2 1% | - | 5 2% | - | 3 1% | 1 1% |
| New Madrid | 1 *% | 1 1% | - | 1 *% | - | - | - | 1 *% | - | - | 1 1% |

32. County

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Newton | 4 1% | - | - | - | - | 4 2% | - | 2 1% | 1 1% | 4 1% | - |
| Oregon | 1 *% | - | - | - | - | 1 1% | - | 0 *% | 0 *% | 0 *% | 0 *% |
| Osage | 4 1% | 1 1% | 2 2% | 2 1% | 1 3% | - | - | 2 1% | 2 2% | 2 1% | 1 1% |
| Ozark | 0 *% | - | 0 *% | 0 *% | - | - | - | 0 *% | - | 0 *% | - |
| Pemiscot | 2 *% | 2 2% | - | 2 1% | - | - | - | 2 1% | - | 2 1% | - |
| Perry | 1 *% | 1 1% | - | 1 *% | - | - | - | 1 *% | - | - | 1 1% |
| Pettis | 2 1% | - | 1 1% | 1 *% | - | 2 1% | - | 2 1% | - | 1 *% | 1 1% |
| Phelps | 2 1% | 2 3% | - | 2 1% | - | - | - | 1 1% | 1 1% | 1 *% | 1 1% |
| Platte | 8 2% | - | 2 2% | 2 1% | 1 2% | 5 3% | - | 6 3% | 2 1% | 6 2% | 2 1% |
| Polk | 1 *% | - | 1 1% | 1 *% | - | 1 *% | - | 1 1% | - | 1 1% | - |
| Pulaski | 2 *% | - | - | - | 2 4% | - | - | - | 2 1% | 2 1% | - |
| Ralls | 2 1% | - | 2 2% | 2 1% | - | - | - | 2 1% | - | 2 1% | - |
| Ray | 2 1% | - | - | - | - | 2 1% | - | 1 *% | 1 1% | 1 *% | 1 1% |
| Ripley | 1 *% | 1 1% | - | 1 *% | - | - | - | 1 *% | - | - | 1 1% |
| St. Charles | 35 9% | 10 13% | 7 7% | 17 10% | 2 5% | 16 9% | - | 24 10% | 9 7% | 22 8% | 10 9% |
| St. Clair | 3 1% | - | - | - | - | 3 2% | - | - | 3 2% | - | - |

32. County

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|----------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Ste. Genevieve | 2 *% | - | - | - | - | 2 1% | - | 2 1% | - | 2 1% | - |
| St. Francois | 4 1% | - | 0 *% | 0 *% | - | 4 2% | - | 3 1% | 1 1% | - | 4 4% |
| St. Louis | 58 15% | 13 17% | 18 19% | 31 18% | 6 13% | 22 12% | 2 16% | 38 15% | 18 14% | 41 16% | 15 14% |
| Schuyler | 2 1% | - | - | - | 2 5% | - | - | - | 2 2% | 2 1% | - |
| Scott | 3 1% | - | 1 1% | 1 *% | 1 2% | 1 1% | - | 3 1% | - | 3 1% | - |
| Stoddard | 3 1% | - | 1 1% | 1 1% | 2 4% | - | - | 3 1% | - | 3 1% | - |
| Stone | 2 1% | - | - | - | - | 2 1% | - | - | 2 2% | - | 1 1% |
| Taney | 4 1% | 1 2% | - | 1 1% | - | 3 1% | - | 1 1% | 3 2% | 4 2% | - |
| Texas | 2 *% | - | 1 1% | 1 *% | - | 1 1% | - | 1 *% | 1 1% | 1 *% | 1 1% |
| Vernon | 2 1% | - | - | - | - | 2 1% | - | 1 *% | 1 1% | 2 1% | - |
| Warren | 4 1% | 1 2% | - | 1 1% | 1 3% | 1 1% | - | 1 1% | 2 2% | 3 1% | - |
| Wayne | 2 *% | - | - | - | - | 2 1% | - | - | 2 1% | 2 1% | - |
| Webster | 4 1% | - | 1 1% | 1 1% | 1 2% | 1 1% | - | 1 *% | 3 2% | 2 1% | 1 1% |
| Wright | 1 *% | 1 2% | - | 1 1% | - | - | - | 1 *% | - | 1 *% | - |
| St. Louis City | 6 1% | - | 2 2% | 2 1% | - | 4 2% | - | 3 1% | - | 3 1% | 1 1% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

33. Vote History

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-------|-------------|-------------|--------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|----------------|-------------|---------------|
| | TOTAL | Saint Louis | Kan-sas City | Spr-ing-field | else-where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mos-tly Reps | more than Dems | tot. Reps | Ind/dont know |
| 2/4 | 130 32% | 44 29% | 31 35% | 25 37% | 30 33% | 4 22% | 24 37% | 13 20% | 25 45% | 12 39% | 17 28% | 16 32% | 19 34% | 57 28% | 73 36% | 45 45% | 27 32% | 58 27% | 31 33% | 26 24% | 41 45% | 32 29% | 92 32% | 15 29% | 107 31% | 23 41% |
| 3/4 | 159 40% | 61 40% | 35 40% | 24 36% | 38 42% | 6 32% | 21 33% | 30 47% | 14 25% | 12 40% | 32 54% | 21 41% | 22 40% | 90 45% | 68 34% | 36 36% | 35 42% | 87 40% | 44 48% | 46 43% | 27 30% | 41 38% | 107 37% | 26 49% | 133 39% | 26 47% |
| 4/4 | 112 28% | 47 31% | 23 26% | 19 27% | 23 25% | 9 46% | 19 29% | 21 34% | 17 30% | 6 21% | 10 18% | 14 27% | 15 27% | 53 26% | 59 29% | 19 19% | 22 26% | 71 33% | 17 19% | 36 33% | 23 26% | 35 32% | 93 32% | 12 22% | 105 30% | 7 13% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

33. Vote History

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| 2/4 | 130 32% | 130 100% | - | - | 59 26% | 51 42% | 110 32% | 15 33% | 48 29% | 31 38% | 36 37% | 10 36% | 36 29% | 93 34% | 115 33% | 12 25% | 39 30% | 11 26% | 80 35% | 76 30% | 17 26% | 37 46% | 57 30% | 9 25% | 64 37% | 79 29% |
| 3/4 | 159 40% | - | 159 100% | - | 84 37% | 49 41% | 133 39% | 20 44% | 65 39% | 32 39% | 44 46% | 8 30% | 51 40% | 107 39% | 134 39% | 23 48% | 56 42% | 16 39% | 87 38% | 106 41% | 25 40% | 27 34% | 74 39% | 12 33% | 72 42% | 111 40% |
| 4/4 | 112 28% | - | - | 112 100% | 82 36% | 20 16% | 101 29% | 10 23% | 54 32% | 18 23% | 17 18% | 9 34% | 39 31% | 72 27% | 99 28% | 13 27% | 38 28% | 14 35% | 60 26% | 75 29% | 21 34% | 16 20% | 59 31% | 16 42% | 37 21% | 85 31% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

33. Vote History

| | | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-------|-------------|---|---------------|------------|-------------|---|---------------|------------|-------------|---|-----------------------------|---------------------|---------------------------|---------------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--------------|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know |
| 2/4 | 130 32% | 19 34% | 29 33% | 24 29% | 58 34% | 78 36% | 13 36% | 11 22% | 27 28% | 48 38% | 12 37% | 11 23% | 23 28% | 61 38% | 26 34% | 17 30% | 42 32% | 11 33% | 77 32% | 19 21% | 46 35% | 64 29% | 31 33% | 35 40% |
| 3/4 | 159 40% | 21 38% | 33 37% | 31 37% | 72 42% | 78 36% | 14 38% | 23 47% | 44 44% | 44 34% | 14 40% | 20 44% | 40 47% | 57 35% | 21 28% | 25 45% | 46 36% | 14 43% | 99 41% | 37 41% | 56 43% | 93 42% | 37 40% | 28 33% |
| 4/4 | 112 28% | 15 28% | 27 30% | 27 33% | 41 24% | 59 28% | 10 26% | 15 31% | 27 28% | 36 28% | 8 23% | 15 33% | 22 26% | 44 27% | 28 37% | 14 25% | 42 32% | 7 23% | 62 26% | 34 38% | 30 23% | 64 29% | 25 27% | 23 27% |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% |

33. Vote History

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| 2/4 | 130 32% | 17 22% | 35 36% | 52 30% | 9 20% | 70 38% | 6 48% | 85 34% | 37 28% | 93 36% | 27 24% |
| 3/4 | 159 40% | 30 39% | 35 36% | 65 38% | 19 44% | 74 40% | 2 16% | 97 39% | 55 43% | 100 38% | 53 47% |
| 4/4 | 112 28% | 30 39% | 26 27% | 56 32% | 16 36% | 40 22% | 5 36% | 66 27% | 38 29% | 67 26% | 34 30% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

DMA

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-----------------------------------|-------------|-------------|---------------------|-----------------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|-------------------|-------------|-------------------|-------------|-------------------------------|----------------------|--------------|----------------------|
| | TOTAL | Saint Louis | Kan- sas City | Spr- ing- field | else- where | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18- 54 | 55- 64 | 65+ | male 18- 64 | male 65+ | fem. 18- 64 | fem. 65+ | mos- tly Reps | more than Reps | tot. Reps | Ind/ dont know |
| Saint Louis | 152 38% | 152 100% | - | - | - | 19 100% | 64 100% | 37 58% | - | - | 5 9% | - | 26 47% | 72 36% | 80 40% | 36 36% | 37 45% | 79 36% | 31 34% | 41 38% | 42 46% | 38 35% | 107 37% | 22 41% | 128 37% | 24 42% |
| Kansas City | 89 22% | - | 89 100% | - | - | - | - | - | 23 42% | 31 100% | 35 59% | - | - | 56 28% | 33 17% | 18 18% | 20 24% | 51 24% | 24 26% | 31 29% | 14 15% | 20 18% | 62 21% | 11 22% | 73 21% | 16 28% |
| Springfield | 68 17% | - | - | 68 100% | - | - | - | 3 4% | 20 35% | - | - | 38 74% | 8 14% | 28 14% | 40 20% | 19 19% | 8 9% | 42 19% | 12 13% | 16 15% | 15 16% | 25 23% | 53 18% | 8 16% | 62 18% | 7 12% |
| Columbia-Jefferson City | 36 9% | - | - | - | 36 40% | - | - | 24 38% | 10 18% | - | 2 3% | - | - | 18 9% | 18 9% | 10 10% | 8 9% | 18 9% | 10 11% | 8 7% | 8 8% | 11 10% | 26 9% | 5 9% | 30 9% | 5 10% |
| Paducah-Cape Girardeau-Harrisburg | 20 5% | - | - | - | 20 22% | - | - | - | - | - | - | - | 20 35% | 8 4% | 12 6% | 7 7% | 3 3% | 10 5% | 4 5% | 4 4% | 5 6% | 6 6% | 14 5% | 2 4% | 16 5% | 4 7% |
| Joplin-Pittsburg | 16 4% | - | - | - | 16 18% | - | - | - | 3 5% | - | - | 13 26% | - | 10 5% | 7 3% | 2 2% | 4 4% | 10 5% | 6 6% | 4 3% | - | 7 6% | 16 6% | - | 16 5% | - |
| Saint Joseph | 8 2% | - | - | - | 8 9% | - | - | - | - | - | 8 14% | - | - | 5 2% | 3 2% | 4 4% | 3 3% | 1 1% | 4 4% | 1 1% | 3 4% | - | 8 3% | - | 8 2% | - |
| Quincy-Hannibal-Keokuk | 5 1% | - | - | - | 5 5% | - | - | - | - | - | 5 8% | - | - | 2 1% | 2 1% | - | 2 3% | 2 1% | - | 2 2% | 2 3% | - | 5 2% | - | 5 1% | - |
| Ottumwa-Kirksville | 4 1% | - | - | - | 4 5% | - | - | - | - | - | 4 7% | - | - | - | 4 2% | 2 2% | - | 2 1% | - | - | 2 2% | 2 2% | 2 1% | 2 4% | 4 1% | - |
| Memphis | 2 *% | - | - | - | 2 2% | - | - | - | - | - | - | - | 2 3% | 2 1% | - | 2 2% | - | - | 2 2% | - | - | - | - | 2 3% | 2 *% | - |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

DMA

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-----------------------------------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| Saint Louis | 152 38% | 44 34% | 61 38% | 47 42% | 77 35% | 53 44% | 130 38% | 16 35% | 56 34% | 37 46% | 33 34% | 12 44% | 39 31% | 113 41% | 130 37% | 21 43% | 59 45% | 17 43% | 75 33% | 99 38% | 23 37% | 30 38% | 80 42% | 7 19% | 64 37% | 117 43% |
| Kansas City | 89 22% | 31 24% | 35 22% | 23 21% | 48 21% | 27 23% | 75 22% | 14 32% | 40 24% | 15 19% | 28 29% | 4 15% | 30 24% | 59 22% | 78 22% | 12 24% | 28 21% | 6 15% | 56 24% | 60 23% | 12 19% | 17 22% | 25 13% | 7 19% | 57 33% | 59 21% |
| Springfield | 68 17% | 25 20% | 24 15% | 19 17% | 41 18% | 18 15% | 58 17% | 7 16% | 34 21% | 9 11% | 17 18% | 4 14% | 26 20% | 43 16% | 59 17% | 8 17% | 15 11% | 7 18% | 46 20% | 45 18% | 12 19% | 11 14% | 32 17% | 12 33% | 24 14% | 41 15% |
| Columbia-Jefferson City | 36 9% | 8 6% | 16 10% | 12 11% | 23 10% | 9 7% | 32 9% | 2 4% | 15 9% | 6 7% | 11 11% | 3 12% | 17 13% | 19 7% | 29 8% | 7 14% | 14 11% | 2 6% | 19 8% | 22 9% | 5 7% | 9 12% | 28 15% | 3 9% | 5 3% | 26 10% |
| Paducah-Cape Girardeau-Harrisburg | 20 5% | 8 6% | 7 4% | 5 4% | 10 5% | 6 5% | 16 5% | 4 8% | 8 5% | 5 7% | 2 2% | 3 10% | 6 4% | 14 5% | 18 5% | 1 1% | 2 2% | 6 15% | 11 5% | 11 4% | 4 6% | 5 6% | 8 4% | 3 8% | 9 5% | 12 4% |
| Joplin-Pittsburg | 16 4% | 7 5% | 4 2% | 6 5% | 14 6% | 2 2% | 16 5% | - | 6 3% | 2 3% | 6 6% | - | 4 3% | 12 4% | 16 5% | - | 8 6% | 1 3% | 7 3% | 8 3% | 6 9% | 2 3% | 3 2% | 5 12% | 8 5% | 8 3% |
| Saint Joseph | 8 2% | 2 2% | 6 4% | - | 5 2% | 1 1% | 6 2% | 2 5% | 1 1% | 4 5% | 1 1% | 1 5% | 5 4% | 3 1% | 8 2% | - | - | - | 8 4% | 4 1% | 1 2% | 3 4% | 5 2% | - | 4 2% | 4 1% |
| Quincy-Hannibal-Keokuk | 5 1% | 2 2% | 2 1% | - | 5 2% | - | 5 1% | - | 2 1% | - | - | - | - | 5 2% | 5 1% | - | 2 2% | - | 2 1% | 5 2% | - | - | 5 2% | - | - | 5 2% |
| Ottumwa-Kirksville | 4 1% | - | 4 3% | - | 2 1% | 2 2% | 4 1% | - | 2 1% | 2 3% | - | - | - | 4 2% | 4 1% | - | 2 2% | - | 2 1% | 4 2% | - | - | 4 2% | - | - | 2 1% |
| Memphis | 2 *% | 2 1% | - | - | - | 2 1% | 2 *% | - | 2 1% | - | - | - | - | 2 1% | 2 *% | - | 2 1% | - | - | - | - | 2 2% | - | - | 2 1% | 2 1% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

DMA

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|---------------------------------------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| Saint Louis | 152 38% | 24 43% | 25 28% | 35 43% | 69 40% | 75 35% | 10 27% | 22 45% | 45 46% | 43 33% | 9 28% | 21 45% | 40 47% | 51 31% | 38 51% | 24 44% | 62 48% | 11 34% | 79 33% | 41 45% | 47 36% | 87 40% | 34 37% | 30 35% | |
| Kansas City | 89 22% | 12 22% | 19 21% | 7 9% | 48 28% | 53 24% | 10 26% | 4 9% | 22 23% | 38 29% | 8 24% | 4 10% | 19 22% | 41 25% | 15 20% | 7 13% | 22 17% | 1 4% | 66 28% | 19 21% | 34 26% | 53 24% | 15 16% | 21 25% | |
| Springfield | 68 17% | 7 13% | 24 27% | 16 19% | 22 13% | 32 15% | 12 30% | 10 20% | 15 15% | 17 13% | 12 34% | 9 19% | 13 15% | 25 15% | 9 13% | 7 13% | 17 13% | 10 31% | 42 18% | 12 13% | 20 15% | 32 14% | 23 24% | 14 17% | |
| Columbia-Jefferson City | 36 9% | 2 4% | 8 9% | 13 16% | 12 7% | 21 10% | 3 7% | 8 16% | 4 4% | 13 10% | 3 8% | 8 16% | 4 5% | 19 12% | 4 6% | 7 12% | 11 8% | 2 6% | 23 10% | 10 11% | 13 10% | 23 10% | 5 6% | 8 9% | |
| Paducah-Cape Girardeau- Harrisburg | 20 5% | 2 4% | 3 4% | 4 5% | 10 6% | 12 6% | - | 3 6% | 5 5% | 8 7% | - | 3 6% | 4 5% | 10 6% | 2 3% | 3 6% | 5 4% | 2 7% | 12 5% | 3 3% | 4 3% | 7 3% | 6 7% | 7 8% | |
| Joplin-Pittsburg | 16 4% | 6 10% | 5 6% | 1 2% | 4 2% | 13 6% | 1 3% | - | 2 3% | 6 5% | - | - | 1 1% | 8 5% | 4 6% | 5 9% | 9 7% | 1 4% | 6 2% | 3 3% | 4 3% | 7 3% | 6 6% | 4 4% | |
| Saint Joseph | 8 2% | - | 3 3% | 1 1% | 4 3% | 4 2% | - | - | 4 5% | 1 1% | - | - | 3 4% | 4 2% | - | - | - | - | 8 3% | - | 5 4% | 5 2% | 1 1% | 2 3% | |
| Quincy-Hannibal-Keokuk | 5 1% | - | 2 3% | 2 3% | - | 2 1% | 2 6% | - | - | 2 2% | 2 7% | - | - | 2 1% | - | 2 4% | 2 2% | 2 7% | - | - | 5 4% | 5 2% | - | - | |
| Ottumwa-Kirksville | 4 1% | - | - | 2 2% | 2 1% | 2 1% | - | 2 4% | - | - | - | 2 4% | - | 2 1% | - | - | - | 2 7% | 2 1% | 2 2% | - | 2 1% | 2 2% | - | |
| Memphis | 2 *% | 2 3% | - | - | - | 2 1% | - | - | - | - | - | - | - | - | 2 2% | - | 2 1% | - | - | 2 2% | - | 2 1% | - | - | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

DMA

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|---------------------------------------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| Saint Louis | 152 38% | 38 49% | 37 38% | 74 43% | 12 27% | 66 36% | 3 26% | 102 41% | 42 32% | 95 37% | 45 40% |
| Kansas City | 89 22% | 6 8% | 15 16% | 22 12% | 7 16% | 61 33% | 3 23% | 57 23% | 25 19% | 57 22% | 28 25% |
| Springfield | 68 17% | 15 20% | 19 20% | 35 20% | 8 19% | 25 14% | 3 24% | 36 15% | 29 22% | 43 17% | 18 16% |
| Columbia-Jefferson City | 36 9% | 7 9% | 14 14% | 21 12% | 8 17% | 8 4% | 2 17% | 21 8% | 13 10% | 21 8% | 11 10% |
| Paducah-Cape Girardeau- Harrisburg | 20 5% | 4 5% | 4 4% | 8 4% | 3 7% | 9 5% | - | 13 5% | 6 5% | 15 6% | 4 4% |
| Joplin-Pittsburg | 16 4% | 1 1% | 1 1% | 2 1% | 3 8% | 10 6% | 1 9% | 9 4% | 6 5% | 14 5% | 2 2% |
| Saint Joseph | 8 2% | - | 4 4% | 4 2% | - | 4 2% | - | 6 2% | 2 2% | 5 2% | 3 2% |
| Quincy-Hannibal-Keokuk | 5 1% | 2 3% | 2 2% | 5 3% | - | - | - | 2 1% | 2 2% | 5 2% | - |
| Ottumwa-Kirksville | 4 1% | 2 3% | - | 2 1% | 2 5% | - | - | - | 4 3% | 2 1% | 2 2% |
| Memphis | 2 *% | 2 2% | - | 2 1% | - | - | - | 2 1% | - | 2 1% | - |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |

Congressional District

| | 32.1 DMA | | | | | 32.2 CD | | | | | | | | 31. GENDER | | 30.1 AGE | | | GENDER/AGE | | | | S1.1 PARTISAN VOTING BEHAVIOR | | | |
|-------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------------------------------|----------------|-------------|---------------|
| | TOTAL | Saint Louis | Kansas City | Springfield | elsewhere | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | male | fem. | 18-54 | 55-64 | 65+ | male 18-64 | male 65+ | fem. 18-64 | fem. 65+ | mostly Reps | more than Dems | total Reps | Ind/dont know |
| 1 | 19 5% | 19 13% | - | - | - | 19 100% | - | - | - | - | - | - | - | 8 4% | 11 5% | 5 5% | 4 4% | 10 5% | 2 3% | 6 6% | 6 7% | 4 4% | 15 5% | 3 5% | 18 5% | 1 2% |
| 2 | 64 16% | 64 42% | - | - | - | - | 64 100% | - | - | - | - | - | - | 31 15% | 33 17% | 11 11% | 16 19% | 37 17% | 13 14% | 18 17% | 14 15% | 19 18% | 44 15% | 12 23% | 55 16% | 9 16% |
| 3 | 64 16% | 37 25% | - | 3 4% | 24 27% | - | - | 64 100% | - | - | - | - | - | 32 16% | 32 16% | 17 17% | 16 19% | 31 14% | 16 18% | 16 15% | 17 18% | 15 14% | 43 15% | 8 16% | 52 15% | 12 22% |
| 4 | 56 14% | - | 23 26% | 20 29% | 13 14% | - | - | - | 56 100% | - | - | - | - | 26 13% | 30 15% | 13 13% | 11 13% | 32 15% | 10 11% | 16 15% | 14 15% | 16 15% | 37 13% | 6 11% | 43 13% | 13 23% |
| 5 | 31 8% | - | 31 35% | - | - | - | - | - | - | 31 100% | - | - | - | 20 10% | 11 5% | 4 4% | 9 11% | 18 8% | 8 9% | 12 11% | 5 5% | 6 6% | 24 8% | 3 5% | 27 8% | 4 7% |
| 6 | 59 15% | 5 3% | 35 39% | - | 19 21% | - | - | - | - | - | 59 100% | - | - | 33 17% | 26 13% | 17 17% | 12 14% | 30 14% | 16 18% | 17 16% | 12 14% | 13 12% | 40 14% | 10 19% | 50 15% | 9 16% |
| 7 | 51 13% | - | - | 38 55% | 13 15% | - | - | - | - | - | - | 51 100% | - | 22 11% | 29 15% | 12 12% | 6 8% | 33 15% | 10 11% | 11 11% | 8 8% | 22 20% | 42 14% | 7 13% | 49 14% | 2 4% |
| 8 | 56 14% | 26 17% | - | 8 12% | 21 24% | - | - | - | - | - | - | - | 56 100% | 27 13% | 29 15% | 21 21% | 10 12% | 24 11% | 16 17% | 11 10% | 16 17% | 14 13% | 46 16% | 5 9% | 50 15% | 6 10% |
| TOTAL | 400 100% | 152 100% | 89 100% | 68 100% | 90 100% | 19 100% | 64 100% | 64 100% | 56 100% | 31 100% | 59 100% | 51 100% | 56 100% | 200 100% | 200 100% | 100 100% | 84 100% | 216 100% | 93 100% | 107 100% | 91 100% | 109 100% | 292 100% | 52 100% | 344 100% | 56 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

Congressional District

| | 33.1 VOTE HISTORY | | | | 27.1 PHILOSOPHY | | | | 29.1 RELIGIOUS SERVICE ATTENDANCE | | | | 28.1 VETERAN HOUSEHOLD? | | 6.1 OPIN. OF DONALD TRUMP | | 7.1 AWARENESS & PERCEPTIONS: BILL EIGEL | | | 8.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT | | | 9.1 AWARENESS & PERCEPTIONS: MIKE KEHOE | | | 7/8/9. EIGEL/ASHCR/KEHOE |
|-------|-------------------|-------------|-------------|-------------|-----------------|-------------|-------------|------------|-----------------------------------|-------------------|-----------------------|------------|-------------------------|---------------|---------------------------|-------------------|---|-------------------|------------------|---|-------------------|------------------|---|-------------------|------------------|--------------------------|
| | TOTAL | 2/4 | 3/4 | 4/4 | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | once a wk or more | once a mo or more | sev. times a yr/ less | nev | yes | no/ dont know | fav- or- able | un- fav- or- able | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | fav- or- able | un- fav- or- able | no opn/ not hrd. | aware of all |
| 1 | 19 5% | 4 3% | 6 4% | 9 8% | 6 2% | 10 8% | 16 5% | 3 8% | 6 3% | 3 4% | 7 7% | 1 5% | 3 2% | 16 6% | 15 4% | 4 9% | 12 9% | 1 2% | 6 3% | 12 5% | 3 5% | 4 5% | 14 7% | 2 6% | 3 2% | 16 6% |
| 2 | 64 16% | 24 18% | 21 13% | 19 17% | 32 14% | 23 19% | 55 16% | 9 20% | 24 14% | 21 26% | 12 12% | 5 20% | 17 13% | 47 17% | 54 16% | 9 19% | 22 17% | 6 16% | 36 16% | 44 17% | 5 8% | 15 19% | 30 16% | 2 6% | 32 18% | 46 17% |
| 3 | 64 16% | 13 10% | 30 19% | 21 19% | 36 16% | 21 18% | 57 17% | 4 9% | 31 19% | 7 9% | 16 16% | 4 14% | 22 17% | 42 15% | 54 15% | 10 21% | 28 21% | 9 22% | 27 12% | 43 17% | 14 22% | 8 10% | 37 20% | 7 18% | 20 11% | 50 18% |
| 4 | 56 14% | 25 19% | 14 9% | 17 15% | 32 14% | 10 8% | 42 12% | 9 20% | 22 13% | 11 13% | 17 17% | 5 19% | 20 16% | 36 13% | 51 15% | 5 10% | 17 13% | 2 6% | 37 16% | 38 15% | 6 10% | 11 14% | 24 13% | 7 19% | 24 14% | 33 12% |
| 5 | 31 8% | 12 9% | 12 8% | 6 6% | 17 7% | 10 8% | 27 8% | 4 9% | 19 12% | 3 4% | 6 6% | 2 8% | 3 2% | 28 10% | 26 7% | 5 11% | 7 5% | 4 10% | 20 9% | 18 7% | 5 8% | 8 9% | 8 4% | 3 8% | 20 11% | 22 8% |
| 6 | 59 15% | 17 13% | 32 20% | 10 9% | 34 15% | 17 14% | 50 15% | 9 19% | 23 14% | 17 21% | 15 15% | 1 5% | 24 19% | 35 13% | 52 15% | 7 14% | 18 14% | 3 8% | 38 17% | 43 17% | 8 12% | 8 10% | 31 16% | 1 3% | 27 15% | 41 15% |
| 7 | 51 13% | 16 13% | 21 13% | 14 13% | 34 15% | 15 12% | 49 14% | 2 4% | 21 12% | 6 7% | 19 19% | 1 5% | 19 15% | 32 12% | 45 13% | 4 9% | 13 10% | 6 15% | 32 14% | 31 12% | 12 18% | 8 10% | 20 11% | 10 28% | 21 12% | 27 10% |
| 8 | 56 14% | 19 15% | 22 14% | 15 13% | 34 15% | 15 12% | 49 14% | 5 11% | 21 13% | 14 17% | 8 8% | 7 25% | 20 16% | 36 13% | 51 15% | 3 7% | 15 11% | 9 21% | 33 14% | 28 11% | 10 16% | 18 22% | 25 13% | 4 10% | 27 16% | 40 15% |
| TOTAL | 400 100% | 130 100% | 159 100% | 112 100% | 224 100% | 120 100% | 344 100% | 45 100% | 166 100% | 81 100% | 98 100% | 26 100% | 127 100% | 273 100% | 349 100% | 48 100% | 132 100% | 41 100% | 227 100% | 257 100% | 62 100% | 81 100% | 190 100% | 37 100% | 173 100% | 275 100% |

MISSOURI GOP PRIMARY VOTERS - MAY 2024

Congressional District

| | 10.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR | | | | | 25.1 INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOT | | | | | 10/25. INITIAL VS. INFORMED REPUBLICAN GOVERNOR PRIMARY BALLOTS | | | | | 12.1 BILL EIGEL POLITICAL PHILOSOPHY | | | | | 13.1 JAY ASHCROFT POLITICAL PHILOSOPHY | | | | |
|-------|---|------------|---------------|------------|-------------|---|---------------|------------|-------------|---------------------|---|---------------------|---------------------------|---------------------|--------------|---|--------------|--------------|--------------|--------------|---|--------------|--------------|--------------|--|
| | TOTAL | Eigel | Ash- croft | Kehoe | dk/ none | Eigel | Ash- croft | Kehoe | dk/ none | Eigel on both | Ash- croft on both | Kehoe on both | dk/ none on both | move to Eigel | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | |
| 1 | 19 5% | 2 4% | 4 4% | 4 5% | 8 5% | 10 5% | 2 6% | 1 2% | 5 6% | 5 4% | 1 3% | 1 2% | 5 6% | 8 5% | 9 11% | 3 5% | 11 9% | - | 8 3% | 6 6% | 3 3% | 9 4% | 5 5% | 5 6% | |
| 2 | 64 16% | 9 17% | 11 12% | 11 14% | 32 19% | 36 17% | 3 7% | 6 13% | 20 20% | 19 14% | 3 8% | 6 13% | 16 20% | 26 16% | 14 18% | 7 13% | 21 16% | 4 13% | 39 16% | 17 19% | 24 18% | 41 18% | 12 13% | 11 13% | |
| 3 | 64 16% | 12 21% | 16 18% | 18 22% | 18 11% | 30 14% | 7 19% | 12 25% | 15 15% | 20 15% | 7 21% | 11 24% | 14 16% | 18 11% | 17 22% | 12 22% | 29 22% | 5 15% | 30 13% | 20 22% | 23 18% | 43 19% | 16 17% | 5 6% | |
| 4 | 56 14% | 8 14% | 15 17% | 7 9% | 24 14% | 31 15% | 6 16% | 2 5% | 16 17% | 19 15% | 6 18% | 2 5% | 14 17% | 23 14% | 9 11% | 8 14% | 16 13% | 6 20% | 33 14% | 7 8% | 20 15% | 28 12% | 16 17% | 12 14% | |
| 5 | 31 8% | 2 4% | 6 7% | 2 2% | 19 11% | 18 8% | 5 14% | 2 4% | 6 6% | 12 10% | 3 10% | 2 4% | 5 6% | 16 10% | 6 8% | 1 2% | 7 6% | - | 24 10% | 8 9% | 8 6% | 16 7% | 4 5% | 10 12% | |
| 6 | 59 15% | 5 9% | 13 14% | 12 15% | 29 17% | 35 16% | 5 12% | 7 14% | 13 13% | 22 18% | 5 14% | 7 14% | 12 14% | 30 18% | 4 5% | 7 14% | 11 9% | 7 21% | 41 17% | 9 11% | 28 21% | 37 17% | 13 14% | 9 10% | |
| 7 | 51 13% | 8 15% | 17 19% | 12 14% | 14 8% | 27 12% | 8 21% | 7 15% | 9 9% | 13 10% | 7 21% | 6 12% | 6 7% | 19 12% | 8 11% | 5 10% | 14 11% | 6 18% | 32 13% | 10 11% | 14 11% | 24 11% | 14 16% | 13 15% | |
| 8 | 56 14% | 8 14% | 7 8% | 15 19% | 26 15% | 29 13% | 2 5% | 12 24% | 14 14% | 19 14% | 2 6% | 12 25% | 12 14% | 21 13% | 9 12% | 11 20% | 20 15% | 4 12% | 32 14% | 13 15% | 10 8% | 23 11% | 13 14% | 20 23% | |
| TOTAL | 400 100% | 55 100% | 89 100% | 82 100% | 171 100% | 215 100% | 38 100% | 48 100% | 98 100% | 128 100% | 34 100% | 46 100% | 85 100% | 162 100% | 75 100% | 55 100% | 130 100% | 32 100% | 238 100% | 90 100% | 131 100% | 221 100% | 93 100% | 86 100% | |

Congressional District

| | 14.1 MIKE KEHOE POLITICAL PHILOSOPHY | | | | | | 15.1 BIGGEST CONCERN ABOUT SOUTHERN BORDER | | | 17.1 AMOUNT YOU PAY IN STATE TAXES IS, | |
|-------|---|--------------|--------------|--------------|--------------|--------------|--|------------------------------|-------------------------------|---|---------------|
| | TOTAL | very Cons | smwt Cons | tot. Cons | Mod/ Lib. | dont know | ill. imm. take jobs | ill. imm. brdn svcs | ill. imm. imp. drugs | too high | abt. right |
| 1 | 19 5% | 2 3% | 9 9% | 11 6% | 2 6% | 6 3% | - | 12 5% | 5 4% | 10 4% | 7 6% |
| 2 | 64 16% | 13 17% | 14 14% | 27 16% | 5 12% | 32 17% | 2 16% | 42 17% | 20 15% | 49 19% | 11 10% |
| 3 | 64 16% | 19 24% | 18 19% | 37 21% | 8 18% | 20 11% | 3 21% | 37 15% | 23 17% | 35 13% | 25 22% |
| 4 | 56 14% | 3 4% | 14 14% | 17 10% | 7 16% | 32 17% | 3 21% | 31 13% | 21 16% | 41 16% | 9 8% |
| 5 | 31 8% | 3 4% | 2 2% | 5 3% | 2 5% | 24 13% | 3 23% | 17 7% | 8 6% | 20 8% | 8 7% |
| 6 | 59 15% | 10 13% | 16 17% | 26 15% | 6 15% | 27 15% | - | 41 17% | 18 14% | 36 14% | 21 19% |
| 7 | 51 13% | 11 14% | 13 14% | 24 14% | 7 16% | 20 11% | 2 19% | 30 12% | 18 14% | 35 13% | 12 11% |
| 8 | 56 14% | 15 20% | 11 11% | 26 15% | 6 13% | 24 13% | - | 38 15% | 18 14% | 35 13% | 19 17% |
| TOTAL | 400 100% | 77 100% | 96 100% | 173 100% | 43 100% | 184 100% | 13 100% | 248 100% | 130 100% | 259 100% | 113 100% |