



Springfield DMA Brushfire Survey

April 1st-3rd, 2024

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Methodology

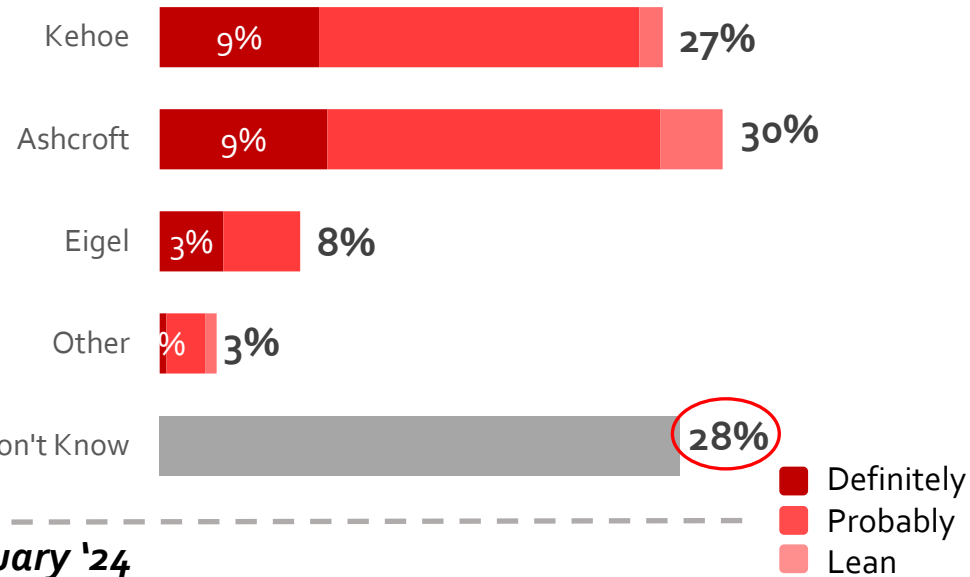
- American Dream PAC has commissioned American Viewpoint to conduct a survey of likely GOP primary voters in the Springfield DMA.
- Interviews were conducted April 1st-3rd, 2024. Several measurements are trended to the January 2024 survey oversample of a similar audience.
- The margin of error for the full sample (n=400) is +/- 4.9% at the 95% confidence level. The margin of error among sub-groups is greater.
- Approximately 60% of the interviews were conducted with a cell phone sample of those who couldn't be reached on a landline.
- Respondents were asked for by name with an 89% match to the file.

Ballots & Perceptual Ratings

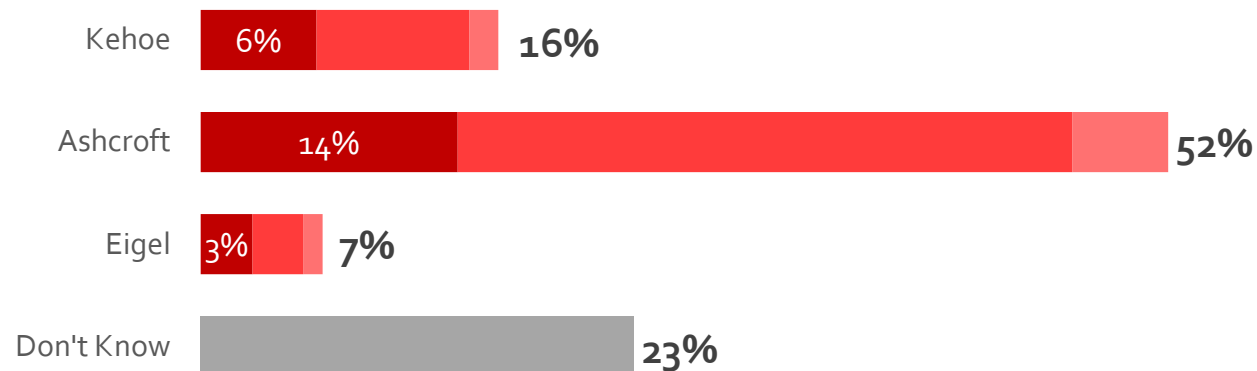
INITIAL GUBERNATORIAL PRIMARY BALLOT

Simply put, this is a different race in the Springfield media market after our opening flurry of ads. Significant movement is seen across the electorate, but it is most pronounced with seniors and Trump Movement voters, among whom Kehoe now leads. It is important to note that the undecided vote has increased a bit over the past several months and is nearly a plurality of the electorate.

April '24



January '24



	January 2024		April 2024				Kehoe Movement*
	Kehoe	Ashcroft	Kehoe	Ashcroft	Eigel	Don't Know	
Total	16%	52%	27%	30%	8%	28%	+33%
Men	19%	46%	30%	32%	7%	24%	+25%
Women	13%	58%	24%	29%	8%	32%	+40%
18-49	19%	50%	21%	33%	10%	28%	+20%
50-64	16%	55%	23%	35%	4%	31%	+27%
65 And Over	14%	50%	34%	24%	8%	25%	+46%
Lib./Mod.	27%	43%	22%	27%	1%	33%	+11%
Somewhat Cons.	13%	59%	31%	35%	7%	26%	+42%
Very Cons.	14%	54%	27%	29%	10%	27%	+37%
Trad. GOP	24%	46%	27%	35%	6%	26%	+14%
Trump Mvmt.	11%	56%	30%	27%	9%	28%	+48%
Evangelical	13%	57%	27%	31%	10%	28%	+40%

*Kehoe's April Margin minus Kehoe's January Margin
 $(27\% - 30\% = -3\%) - (16\% - 52\% = -36\%) = +33\%$

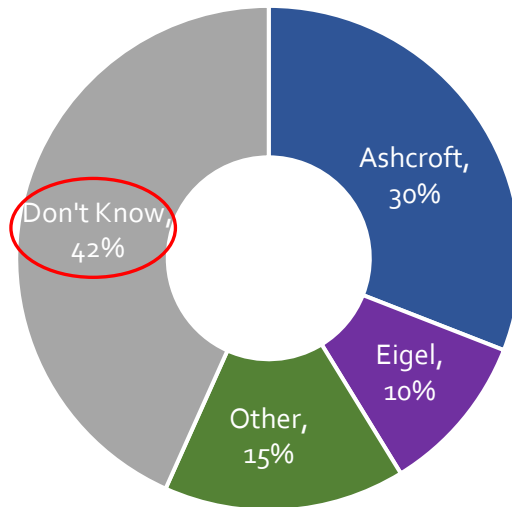


If the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L. Grant, for whom would you vote?

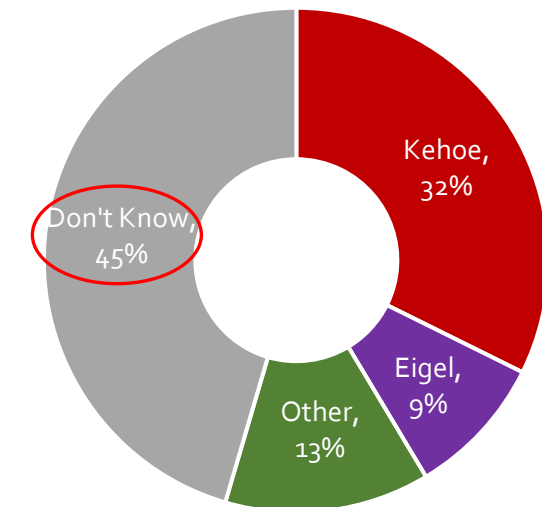
SECOND CHOICE

Though there has been significant movement seen on the ballot overall, the fact that a plurality of both Kehoe's and Ashcroft's voters don't know who their second choice would be indicates there is still a great deal of fluidity to this race at the moment. While this is a smaller sample size, Eigel is taking more from Ashcroft than Kehoe in this market.

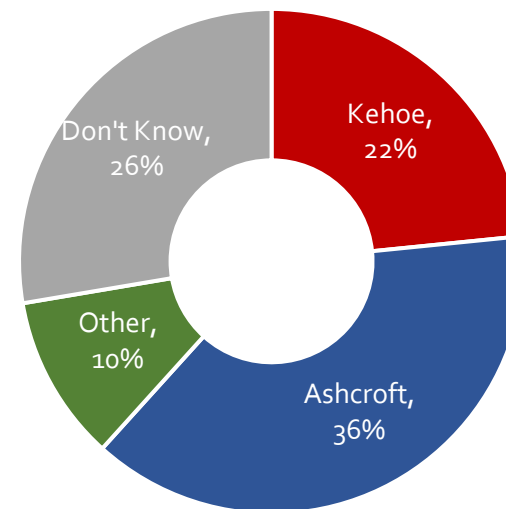
Kehoe [n=108]



Ashcroft [n=120]



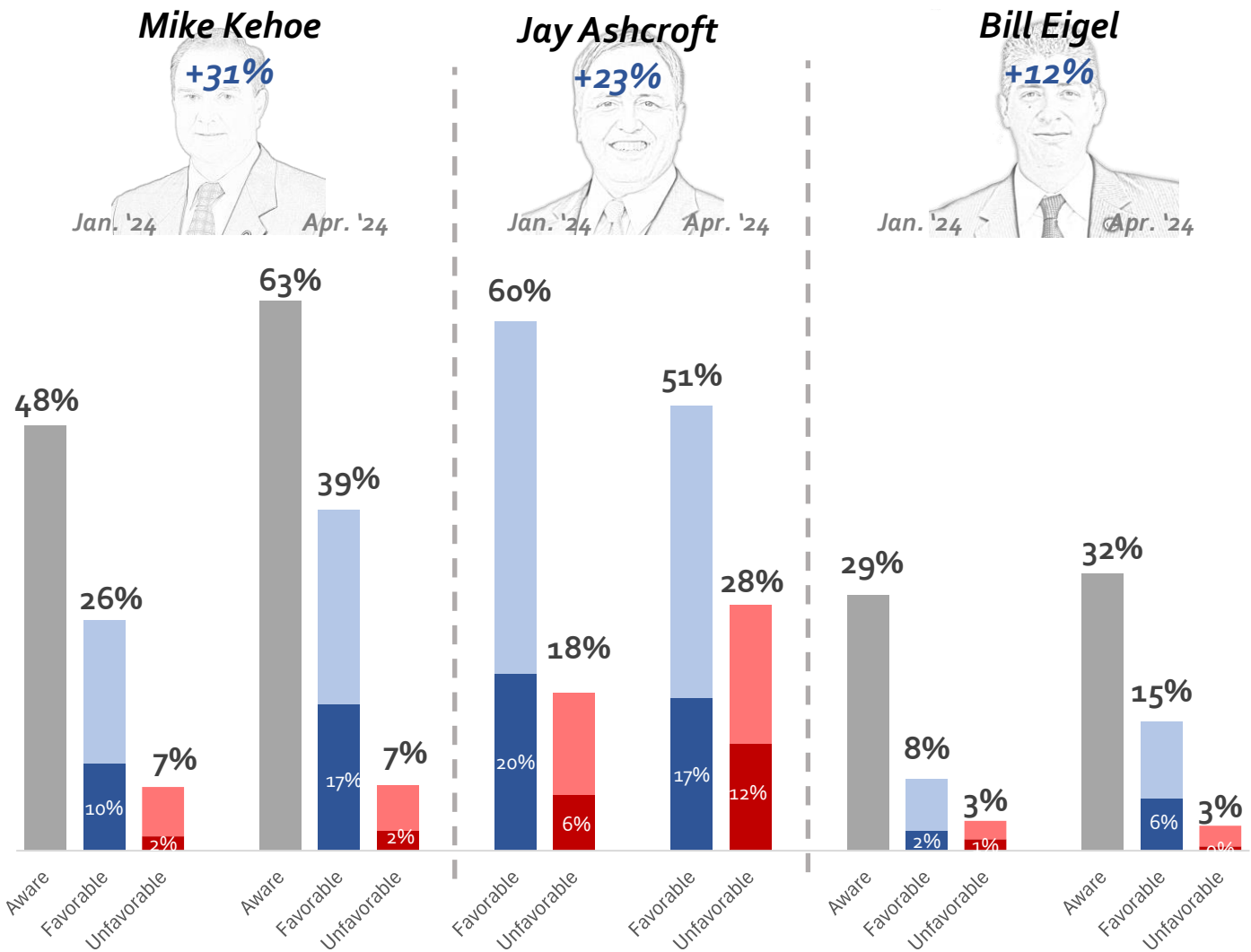
Eigel [n=30]



And who would be your second choice? [Asked among those with a first choice, n=272]

GUBERNATORIAL CANDIDATE PERCEPTUAL RATINGS

While not as significant as the movement seen on the ballot, there has been growth in both Kehoe’s favorable and Ashcroft’s unfavorable ratings. The increase in Kehoe’s favorable rating is seen across groups but it is highest among seniors. Ashcroft now has less than a 2:1 favorable to unfavorable ratio overall, as well as with both Traditional Republicans and those in the Trump Movement, and it is now even among more centrist primary voters (18% PoE). His unfavorable rating among seniors has doubled since January. Among those with an opinion of both Kehoe and Ashcroft (43% of voters), Kehoe leads 49%-24%. There is still work to be done with undecided voters, as Kehoe remains more undefined with them (19:3) compared to Ashcroft (43:19).



Very
Somewhat

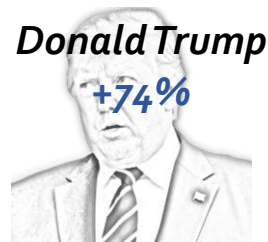
	Favorable:Unfavorable					
	Kehoe		Ashcroft		Eigel	
	Jan.	April	Jan.	April	Jan.	April
Total	26:7	39:7	60:18	51:28	8:3	15:3
Men	32:8	44:7	59:23	51:29	10:4	16:3
Women	21:6	34:8	62:13	50:26	6:2	13:3
18-49	26:13	31:6	51:22	42:24	6:6	11:6
50-64	24:3	34:7	66:17	58:26	10:1	17:2
65 And Over	29:7	48:8	61:16	51:33	8:4	16:2
Lib./Mod.	28:10	29:19	54:31	38:37	3:4	11:4
Somewhat Cons.	25:9	39:5	62:17	54:22	8:4	11:2
Very Cons.	28:5	41:5	64:13	54:28	11:3	18:3
Trad. GOP	37:6	42:9	58:21	53:28	6:4	16:4
Trump Mvmt.	20:7	36:6	63:15	51:29	11:2	15:2
Evangelical	24:6	39:6	65:13	56:22	7:3	16:3



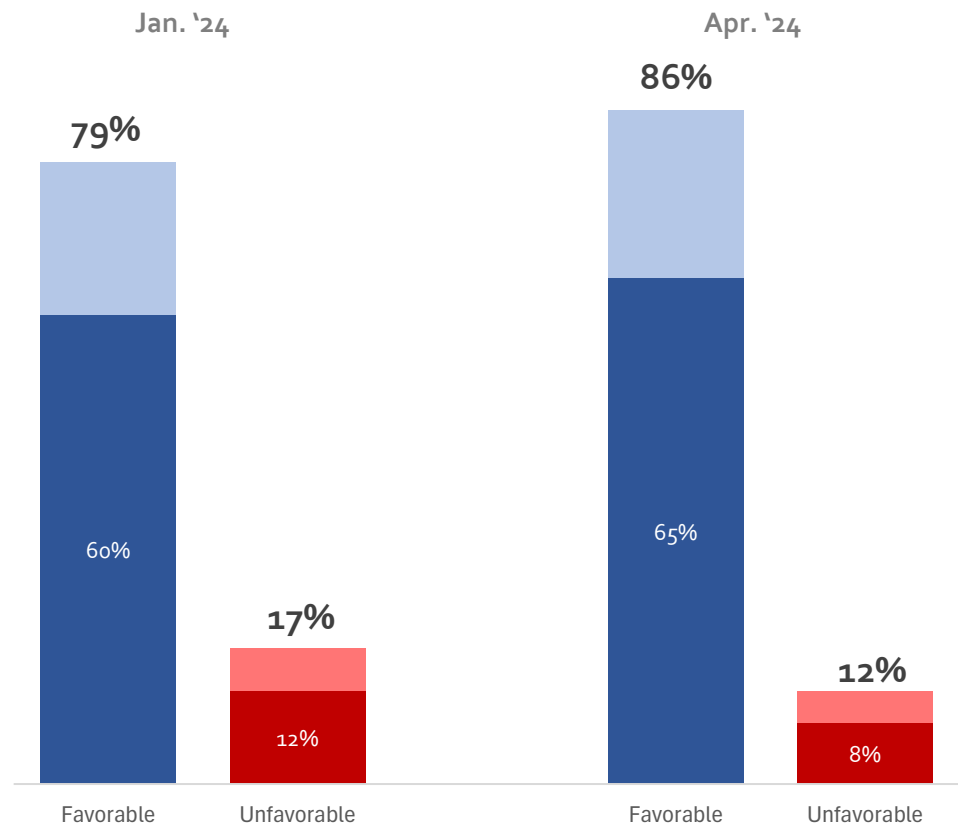
Now, I am going to read you the names of some people who are active in politics today and have you tell me if you are aware or not aware of each one. For those you know, I would like you to tell me if you have a favorable or unfavorable opinion of that person.

TRUMP PERCEPTUAL RATINGS

President Trump's image has improved in this market since January, most notably with liberal/moderate primary voters and those who consider themselves Traditional Republicans. Among those with a very favorable opinion of Trump, Ashcroft holds a narrow lead (28%-32%), compared to 11%-56% in January.



Very
Somewhat



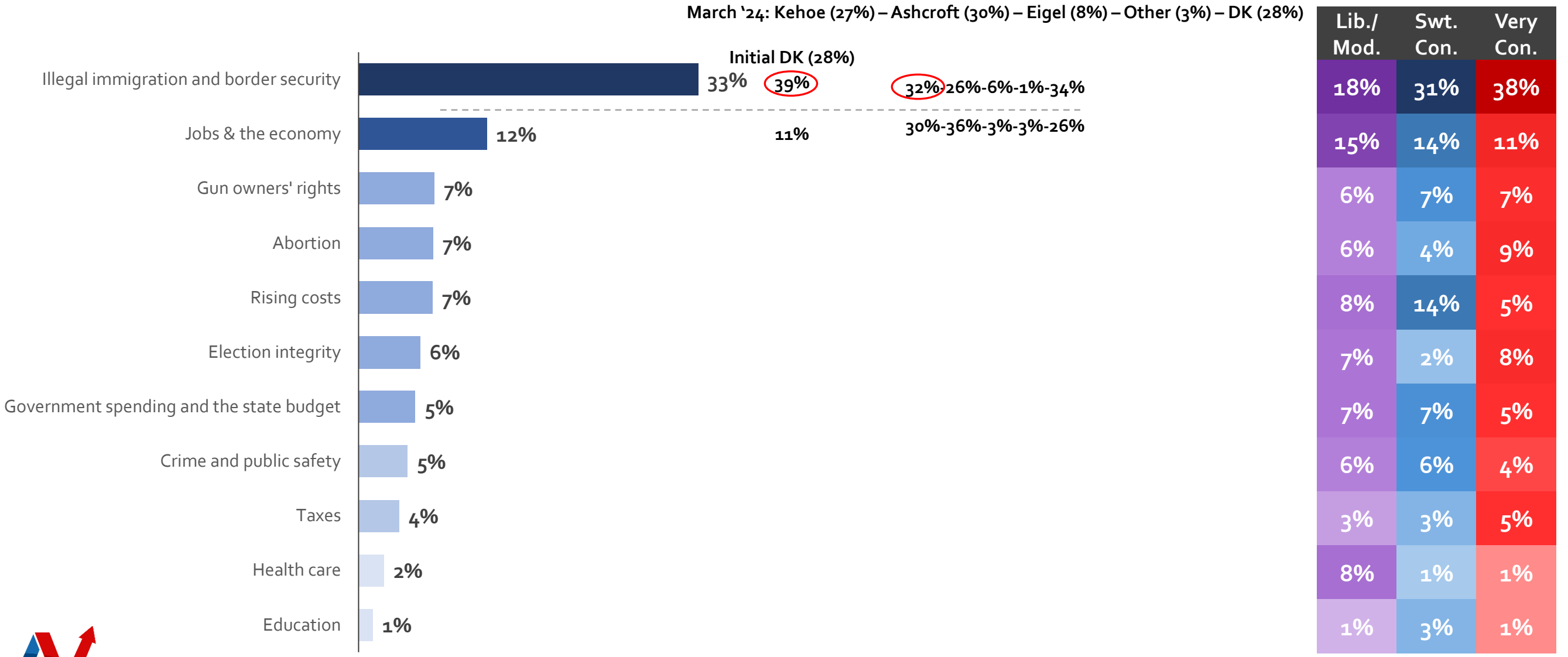
	Favorable:Unfavorable	
	Jan.	April
Total	79:17	86:12
Men	78:21	84:14
Women	81:14	88:10
18-49	76:19	82:14
50-64	83:14	88:10
65 And Over	78:19	87:12
Lib./Mod.	42:53	61:35
Somewhat Cons.	81:16	86:11
Very Cons.	95:4	94:5
Trad. GOP	59:36	76:22
Trump Mvmt.	95:4	96:3
Evangelical	83:13	91:7



Now, I am going to read you the names of some people who are active in politics today and have you tell me if you are aware or not aware of each one. For those you know, I would like you to tell me if you have a favorable or unfavorable opinion of that person.

TOP VOTE DETERMINANT

Illegal immigration and border security are the dominant vote determinant, both overall and among undecided voters, with Kehoe leading among voters citing this as their top issue.



What issue will be MOST important in deciding your vote for Governor?

S/R/H Series

The reach of messaging is fairly high overall, with it being highest among seniors and lowest among voters under 50. This is to be expected considering that we’ve run a mix of positive and negative messages, but reach is lower on the individual candidates, especially for Kehoe. The fact that there is significantly more lift on the ballot among those who have S/R/H something about Kehoe than those who have S/R/H about Ashcroft indicates that the positive messaging in support of Kehoe should be the priority when advertising starts in STL. With that said, the negatives on Ashcroft are clearly effective in driving up his unfavorable rating.

Have you seen, read, or heard anything recently about Mike Kehoe?



Initial: Kehoe (27%) – Ashcroft (30%) – Eigel (8%) – Other (3%) – DK (28%)
Overall Kehoe Fav:Unfav.
39:7

Kehoe Fav:Unfav.
72:18
57% 22% 10% 1% 7%

Have you seen, read, or heard anything recently about Jay Ashcroft?



Overall Ashcroft Fav:Unfav.
51:28

Ashcroft Fav:Unfav.
51:41
37% 29% 9% 4% 16%

Have you seen, read, or heard anything recently about Bill Eigel?



	Kehoe	Ashcroft	Kehoe OR Ashcroft
Total	28%	42%	51%
Men	29%	44%	51%
Women	28%	40%	51%
18-49	16%	30%	37%
50-64	26%	40%	48%
65 And Over	39%	52%	64%
Lib./Mod.	31%	36%	50%
Somewhat Cons.	25%	36%	45%
Very Cons.	29%	47%	54%
Trad. GOP	32%	42%	53%
Trump Mvmt.	28%	41%	50%
Evangelical	25%	44%	52%



Kehoe [n=114]

Voting for Kehoe



Not Voting For Kehoe



Ashcroft [n=169]

Voting for Ashcroft



Not Voting For Ashcroft



Voting for Kehoe

Definitely Kehoe / Strongly Traditional Republican / Very Conservative / Female / 60-64 / Surrounding

He is for border control, keeping jobs in Missouri and keeping outside entities from buying land in Missouri. He is keeping China out of Missouri point blank.

Definitely Kehoe / Strongly Trump Movement / Moderate / Female / 75 And Over / South Balance

He is going to shut down the border. He is with Trump. He is a Republican. He is a farmer, and he is with this country. I agree with the stand he is taking.

Probably Kehoe / Not Strongly Traditional Republican / Very Conservative / Female / 60-64 / North Balance

We've seen his commercials on TV. It was the one about him being against the illegal immigrants coming in.

Probably Kehoe / Not Strongly Trump Movement / Very Conservative / Male / 40-44 / Surrounding

He is supporting the closing of the border and stopping illegal immigration.

Probably Kehoe / Strongly Trump Movement / Very Conservative / Male / 70-74 / North Balance

I've seen him on TV fixing his barbed wire fence and checking his cattle. What I read was all good. He backs Trump. If he backs Trump, I'm going to vote for him.

Probably Kehoe / Not Strongly Traditional Republican / Very Conservative / Female / 60-64 / North Balance

We've seen his commercials on TV. It was the one about him being against the illegal immigrants coming in.

Probably Kehoe / Don't Know / Don't Know / Male / 75 And Over / South Balance

I did not like his support of Trump. Other than that, he does pretty well.

Lean Kehoe / Strongly Traditional Republican / Very Conservative / Female / 70-74 / South Balance

He is against illegal immigration. He is with Donald Trump.

Not Voting For Kehoe

Definitely Ashcroft / Strongly Trump Movement / Very Conservative / Male / 40-44 / South Balance

He supports the Trump border wall. He seems conservative, as well as Ashcroft.

Probably Ashcroft / Strongly Traditional Republican / Moderate / Male / 75 And Over / Greene

That he supports Donald Trump. That is the big reason I will not vote for him.

Probably Ashcroft / Strongly Traditional Republican / Somewhat Conservative / Female / 75 And Over / North Balance

He is going to fix the immigration problem. He is against the foreigners buying our farmlands.

Definitely Eigel / Strongly Traditional Republican / Very Conservative / Female / 70-74 / South Balance

He stands with President Trump. He doesn't want China buying Missouri lands.

Definitely Eigel / Strongly Traditional Republican / Very Conservative / Female / 60-64 / South Balance

He is against the Second Amendment. He is for abortion. He will make our taxes higher.

Definitely Eigel / Both / Very Conservative / Female / 65-69 / North Balance

He is trying to stop foreign governments from purchasing our lands.

Probably Eigel / Strongly Traditional Republican / Very Conservative / Female / 70-74 / South Balance

It was about the border and securing the border. It was about supporting the Texas governor.

Probably Eigel / Neither / Somewhat Conservative / Female / 65-69 / Surrounding

If I could recall, he was in favor of allowing China or Chinese businesses to buy up farmlands here.



Voting for Ashcroft

Definitely Ashcroft / Strongly Traditional Republican / Moderate / Male / 60-64 / Greene

The commercial against him was negative. It is about the communist. They had a cow with a sickle and a hammer on it. There is another symbol on another cow. It was just too much. That made me want to vote for him more.

Definitely Ashcroft / Not Strongly Trump Movement / Very Conservative / Male / 40-44 / Greene

It was something about veterans that was taken out of context. He made a comment about veterans not getting a discount making it sound like he was anti-veterans.

Definitely Ashcroft / Strongly Trump Movement / Very Conservative / Male / 55-59 / South Balance

On social media he is strong on the border, on personal freedom and strong on government spending.

Probably Ashcroft / Strongly Traditional Republican / Very Conservative / Male / 60-64 / South Balance

It was a negative ad with Russia and China. He is letting foreigners buy land in Missouri.

Probably Ashcroft / Strongly Trump Movement / Very Conservative / Male / 75 And Over / Greene

He has done a great job as secretary of state for Missouri. I'm confident that he will do the same as governor.

Probably Ashcroft / Strongly Traditional Republican / Somewhat Conservative / Male / 50-54 / North Balance

There is a cow speaking Chinese and they are blaming it on Jay Ashcroft would make me want to vote for him more. Not because the ad is true, but because it is trash and mean spirited. I don't support the Chinese buying up our farmland.

Probably Ashcroft / Don't Know / Very Conservative / Male / 50-54 / Surrounding

I saw an ad that he was not very favorable of the former President Trump.

Not Voting For Ashcroft

Definitely Kehoe / Not Strongly Traditional Republican / Very Conservative / Female / 75 And Over / South Balance

I've heard of different things. What has been on TV news is he has been letting China buy up a lot of our land up there by our army base and I am disappointed in that. I am really disappointed in that.

Definitely Kehoe / Strongly Trump Movement / Moderate / Female / 75 And Over / South Balance

Everything is bad. Under the table money, he is selling to the Chinese our farmland. He is crooked.

Definitely Kehoe / Strongly Trump Movement / Very Conservative / Male / 55-59 / North Balance

I have seen commercials that he is leaning toward liberals. He has liberal tendencies.

Probably Kehoe / Strongly Trump Movement / Very Conservative / Female / 75 And Over / South Balance

I am hearing that he allowed China to buy lands here in Missouri. That angers me greatly. I would like China kicked clear out of our country totally and completely. We don't need them.

Probably Kehoe / Strongly Trump Movement / Somewhat Conservative / Female / 60-64 / South Balance

I saw some ads saying he was selling land to China and backing China. He is going against what President Trump is trying to do.

Lean Kehoe / Strongly Trump Movement / Somewhat Conservative / Female / 70-74 / Surrounding

I have seen it on TV. It was an ad against him. I don't like that he is selling land to Chinese farmers.

Definitely Eigel / Strongly Traditional Republican / Very Conservative / Female / 70-74 / South Balance

It has all been really negative. He doesn't oppose selling lands to China even if it is close to a military base. I just have not been impressed with him at all.

Don't Know / Strongly Trump Movement / Very Conservative / Female / 55-59 / North Balance

They were saying that he approved the sale of farmlands to Chinese corporations.



Similar to the unaided S/R/H, Kehoe’s vote share is higher among those who have seen the ads about him and the border than among those who have seen either of the negatives on Ashcroft. The border ad is also very effective in increasing Kehoe’s favorable rating, while the Zuckerbucks hit on Ashcroft is a bit more effective in hurting his perceptual rating.

Have you seen an advertisement about Jay Ashcroft and cows speaking Chinese?

Initial: Kehoe (27%) – Ashcroft (30%) – Eigel (8%) – Other (3%) – DK (28%)

Ashcroft Fav:Unfav: 51:28

Yes



26%

45%-22%-10%-1%-16%

51:41

Have you seen an advertisement about Jay Ashcroft and Zuckerbucks?

Yes



20%

45%-21%-10%-3%-14%

46:45

Have you seen an advertisement about Mike Kehoe and border security and illegal immigration?

Kehoe Fav:Unfav: 39:7

Yes



29%

55%-19%-10%-3%-6%

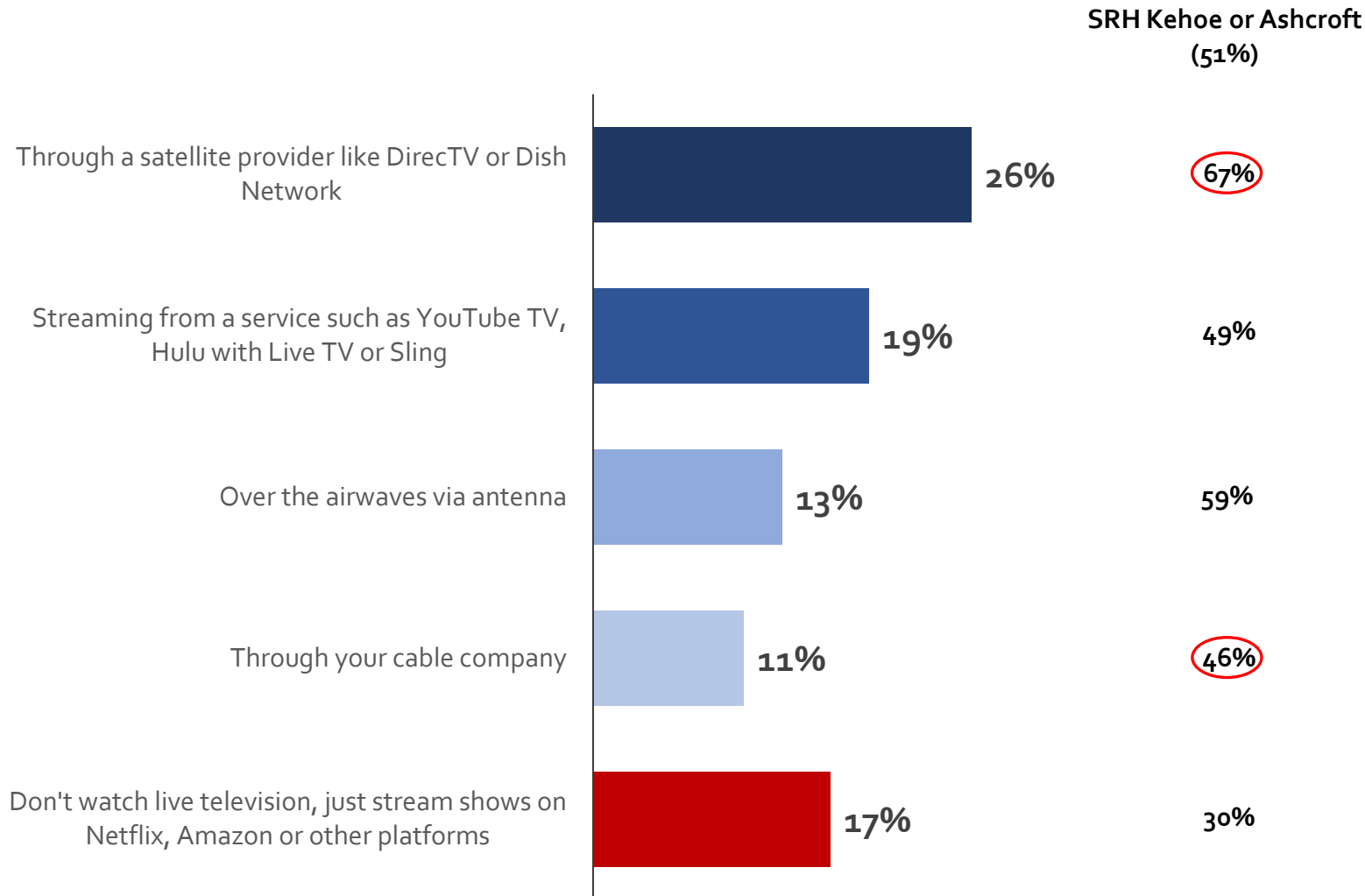
74:14

	Kehoe/ Border	Ashcroft/ Cows	Ashcroft/ Zuck.	Any Ad
Total	29%	26%	20%	42%
Men	31%	26%	19%	40%
Women	26%	27%	21%	44%
18-49	11%	16%	12%	22%
50-64	27%	26%	23%	38%
65 And Over	42%	33%	23%	59%
Lib./Mod.	33%	24%	20%	39%
Somewhat Cons.	25%	28%	18%	42%
Very Cons.	28%	26%	21%	43%
Trad. GOP	33%	32%	18%	47%
Trump Mvmt.	26%	22%	22%	39%
Evangelical	26%	25%	16%	41%



TELEVISION SERVICE

The reach of messaging is highest among those who get their live television through a satellite provider, and somewhat surprisingly, it is lowest among those who get it through their cable company (though note this is a smaller sample size).



	Satellite	Stream.	Antenna	Cable	No Live
Total	26%	19%	13%	11%	17%
Men	22%	18%	12%	13%	19%
Women	31%	20%	15%	8%	14%
18-49	12%	29%	14%	2%	26%
50-64	21%	19%	16%	12%	21%
65 And Over	41%	13%	10%	15%	6%
Lib./Mod.	21%	23%	10%	11%	23%
Somewhat Cons.	29%	21%	16%	8%	18%
Very Cons.	27%	18%	13%	12%	14%
Trad. GOP	25%	21%	13%	13%	17%
Trump Mvmt.	29%	18%	14%	10%	14%
Evangelical	28%	19%	13%	9%	14%



Which best describes how you get your live television service?

Messages and Informed Ballot

ASHCROFT NEGATIVE MESSAGES

The veterans negative against Ashcroft should clearly be a part of the progression going forward, as it is very effective in driving vote share away from him.

*Now I am going to read you some things you might hear about **Jay Ashcroft** between now and the election and have you tell me if each would make you more or less likely to vote for **Jay Ashcroft**, or if it wouldn't make a difference.*

	More Likely - Less Likely - No Diff.	Much Less Likely	
		Total	Switch From Ashcroft
(Foreign Ownership) Jay Ashcroft championed a bill in the state legislature that allows foreign countries such as China to buy up tens of thousands of acres of Missouri farmland and land near military bases, potentially putting base security at risk.	4% - 81% - 13%	71%	74%
(Veterans) Despite their service to our country, Jay Ashcroft has said he is opposed to giving benefits of any kind to veterans. Ashcroft even went so far as to say he is opposed to veterans' discounts.	3% - 77% - 16%	66%	70%
(CRT) While serving in public office, Jay Ashcroft has accepted thousands of dollars in free travel and lodging from liberal groups, including one that supports amnesty for illegal immigrants. Ashcroft also served as a fellow for a Bill Gates funded group which has endorsed the teaching of Critical Race Theory in public schools.	5% - 72% - 19%	59%	65%
(Election Integrity) As the chief election officer of the state of Missouri, Jay Ashcroft has refused to support President Trump's voter integrity measures, including supporting mail-in ballots against Trump's recommendation. Instead of banning electronic voting machines, Ashcroft also approved voting machines that have been documented as compromised.	5% - 71% - 20%	57%	62%
(Zuckerbucks) While Jay Ashcroft was in charge of Missouri's elections, he "appreciated" a \$1.4 million grant from a left-wing group funded by Mark Zuckerberg that was used to help conduct elections. Ashcroft also did nothing to stop \$9 million more from being distributed to local election offices, with a study later finding that counties won by President Biden were given 50% more per registered voter than counties won by President Trump.	6% - 67% - 22%	55%	59%



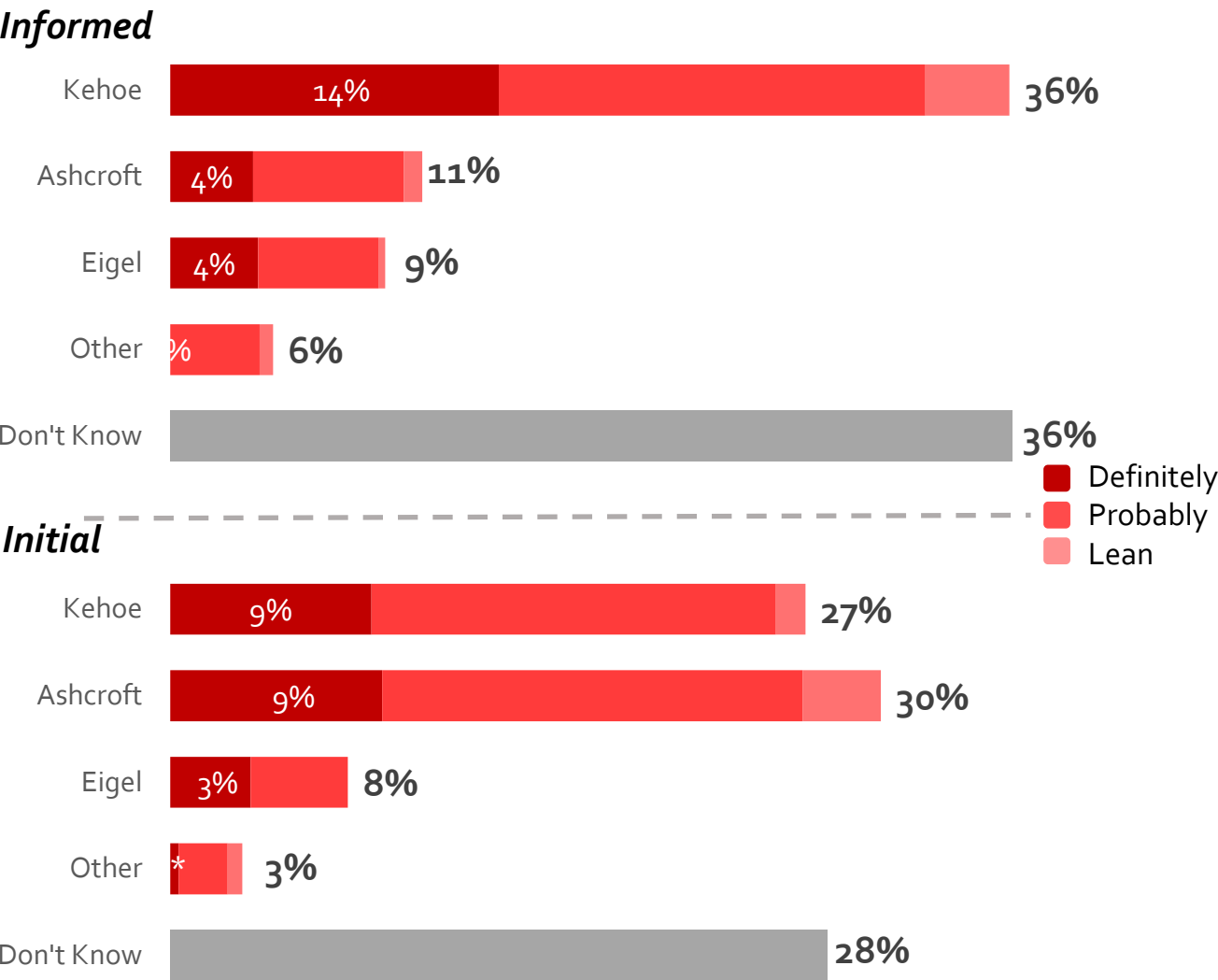
ASHCROFT NEGATIVE MESSAGES – RANKED BY MUCH LESS LIKELY

	Total	Seniors (65+)	Liberal/ Moderate	Somewhat Conservative	Very Conservative	Traditional GOP	Trump Movement
1	Championed a bill in state leg. that allows foreign countries to buy MO farmland 71%	Championed a bill in state leg. that allows foreign countries to buy MO farmland 74%	Championed a bill in state leg. that allows foreign countries to buy MO farmland 63%	Has said he is opposed to giving benefits to veterans, including veterans' discounts 73%	Championed a bill in state leg. that allows foreign countries to buy MO farmland 73%	Championed a bill in state leg. that allows foreign countries to buy MO farmland 67%	Championed a bill in state leg. that allows foreign countries to buy MO farmland 74%
2	Has said he is opposed to giving benefits to veterans, including veterans' discounts 66%	Has said he is opposed to giving benefits to veterans, including veterans' discounts 66%	Has said he is opposed to giving benefits to veterans, including veterans' discounts 58%	Championed a bill in state leg. that allows foreign countries to buy MO farmland 73%	Refused to support President Trump's voter integrity measures 67%	Has said he is opposed to giving benefits to veterans, including veterans' discounts 63%	Refused to support President Trump's voter integrity measures 70%
3	Has accepted thousands in free travel and lodging from liberal groups 59%	Refused to support President Trump's voter integrity measures 59%	Has accepted thousands in free travel and lodging from liberal groups 38%	Has accepted thousands in free travel and lodging from liberal groups 65%	Has said he is opposed to giving benefits to veterans, including veterans' discounts 65%	Has accepted thousands in free travel and lodging from liberal groups 50%	Has said he is opposed to giving benefits to veterans, including veterans' discounts 66%
4	Refused to support President Trump's voter integrity measures 57%	Has accepted thousands in free travel and lodging from liberal groups 58%	He "appreciated" \$1.4M grant from Zuckerberg that was used to conduct elections 37%	He "appreciated" \$1.4M grant from Zuckerberg that was used to conduct elections 57%	Has accepted thousands in free travel and lodging from liberal groups 63%	He "appreciated" \$1.4M grant from Zuckerberg that was used to conduct elections 49%	Has accepted thousands in free travel and lodging from liberal groups 66%
5	He "appreciated" \$1.4M grant from Zuckerberg that was used to conduct elections 55%	He "appreciated" \$1.4M grant from Zuckerberg that was used to conduct elections 56%	Refused to support President Trump's voter integrity measures 30%	Refused to support President Trump's voter integrity measures 54%	He "appreciated" \$1.4M grant from Zuckerberg that was used to conduct elections 61%	Refused to support President Trump's voter integrity measures 48%	He "appreciated" \$1.4M grant from Zuckerberg that was used to conduct elections 65%



INFORMED GUBERNATORIAL PRIMARY BALLOT

Despite already seeing significant movement on the initial ballot from January, the negatives against Ashcroft are effective in continuing to reduce his vote share. However, it is important to note that hitting Ashcroft does more to push voters into the undecided column than it does to push voters to Kehoe, underscoring the need for positive messaging in support of him going forward.



	Kehoe	Ashcroft	Eigel	Other	Don't Know	Switch To Kehoe	Switch From Ash.
Total	36%	11%	9%	6%	36%	10%	20%
Men	38%	14%	10%	3%	30%	9%	18%
Women	33%	7%	8%	9%	41%	10%	22%
18-49	29%	11%	11%	3%	42%	8%	22%
50-64	33%	16%	7%	7%	36%	10%	19%
65 And Over	43%	6%	9%	7%	30%	11%	19%
Lib./Mod.	23%	17%	2%	11%	39%	4%	12%
Somewhat Cons.	42%	6%	9%	4%	39%	11%	29%
Very Cons.	37%	11%	12%	5%	33%	11%	19%
Trad. GOP	39%	17%	6%	7%	31%	13%	19%
Trump Mvmt.	37%	7%	12%	5%	36%	8%	21%
Evangelical	37%	11%	10%	4%	36%	11%	21%

Conclusions & Recommendations

1. While we should keep in mind that we won't always have a media market to ourselves for 6+ weeks, there is clearly an opportunity to change the dynamics of this race in other markets, as has now been done in Springfield. Now that the opportunity to do so has been confirmed, this is more about refining our approach going forward as we expand to other markets.
2. Considering the amount of movement seen on the ballot, there is certainly a role here for both positive messaging in support of Kehoe and negatives against Ashcroft. Going forward, there are a number of metrics throughout this data (large undecided vote, ballot among S/R/H, ballot among S/R/H border ad) that indicate Kehoe would benefit from a message ratio that is heavier on the positives behind him than the negatives against Ashcroft, at least initially.
3. With that said, the negatives against Ashcroft are also having an impact, as seen in the increase in his unfavorable rating. The veterans hit should be part of the message progression going forward, especially considering that the China farmland hit will inevitably be directed at Kehoe at some point.
4. With the degree of movement seen on the ballot, demographically this is still more about the primary electorate as a whole than one specific group. However, it will be important to see if there is similar movement among seniors and those in the Trump Movement as advertising is expanded to other markets, as those are the groups among whom Kehoe has seen the most movement in the Springfield DMA.

Contact Information

For more information, please feel free to contact Andy Blunt or Josh Davidson at:

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