



MISSOURI GOP PRIMARY VOTERS (N=400; MoE +/-5%)
May 15-18, 2024

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

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

S1. First, which one of the following best describes how you usually vote? (READ 1-2, 4-5; 5-4, 2-1)

	May 2023 (N=400)	Sept. 2023 (N=400)	May 2024 (N=400)
Mostly or only for Republicans	77%	NA	73%
A few more Republicans than Democrats	19%		13%
Total Republican	95%		86%
The person/Independent	4%		13%
Don't know	*		1%

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?

Republican	100%	NA	100%
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S3. IF S1=RESPONSE 1 OR 2 (MOSTLY/MORE REPUBLICANS) OR S2=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?

Very likely	87%	92%	90%
Fairly likely	13%	8%	10%

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?

Right direction	NA	NA	62%
Wrong track			21%
Don't know			16%

2. Moving on, which one of the following issues is the single most important in your vote for Governor? A candidate's plan for, (RANDOMIZE 1-9)

	May 2023	Sept. 2023	May 2024
Stopping illegal immigration and fixing Biden's border mess	9%	NA	33%
Addressing rising prices on things like housing, groceries, and consumer goods	6%		14%
Reducing crime and backing the Blue	12%		11%
Stopping woke policies like CRT and boys competing in girls' sports	14%		10%
Improving the economy and creating jobs	22%		10%
Protecting the unborn and stopping abortion	10%		9%
Cutting taxes	5%		5%
Protecting gun rights	9%		4%
Improving health care affordability and access	3%		2%
Other/none of these	4%		3%
Don't know	4%		1%

INTRO Q3-9

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

Scale

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

ROTATE Q3-9

3. Mike Parson

Very favorable	34%	NA	36%
Somewhat favorable	35%		41%
Total favorable	69%		77%
Total unfavorable	8%		13%
Somewhat unfavorable	5%		9%
Very unfavorable	3%		4%
No opinion	12%		9%
Never heard of	11%		1%

4.	Josh Hawley	May 2023	Sept. 2023	May 2024
	Very favorable	NA	NA	69%
	Somewhat favorable			21%
	Total favorable			90%
	Total unfavorable			7%
	Somewhat unfavorable			5%
	Very unfavorable			3%
	No opinion			2%
	Never heard of			1%
5.	Eric Schmitt			
	Very favorable	NA	NA	47%
	Somewhat favorable			29%
	Total favorable			75%
	Total unfavorable			9%
	Somewhat unfavorable			6%
	Very unfavorable			3%
	No opinion			13%
	Never heard of			3%
6.	Donald Trump			
	Very favorable	55%	NA	68%
	Somewhat favorable	26%		19%
	Total favorable	81%		87%
	Total unfavorable	15%		12%
	Somewhat unfavorable	8%		6%
	Very unfavorable	8%		6%
	No opinion	3%		1%
	Never heard of	*		--
7.	Bill Eigel			
	Very favorable	6%	9%	15%
	Somewhat favorable	8%	9%	18%
	Total favorable	14%	18%	33%
	Total unfavorable	3%	4%	10%
	Somewhat unfavorable	2%	2%	6%
	Very unfavorable	1%	2%	5%
	No opinion	17%	24%	31%
	Never heard of	66%	54%	26%

8.	Jay Ashcroft	May 2023	Sept. 2023	May 2024
	Very favorable	25%	24%	24%
	Somewhat favorable	38%	37%	40%
	Total favorable	63%	61%	64%
	Total unfavorable	10%	14%	16%
	Somewhat unfavorable	8%	7%	8%
	Very unfavorable	2%	7%	7%
	No opinion	19%	17%	19%
	Never heard of	8%	7%	1%
9.	Mike Kehoe			
	Very favorable	10%	8%	21%
	Somewhat favorable	13%	16%	27%
	Total favorable	23%	24%	47%
	Total unfavorable	7%	7%	9%
	Somewhat unfavorable	4%	5%	5%
	Very unfavorable	3%	2%	4%
	No opinion	21%	26%	29%
	Never heard of	49%	44%	14%
10.	Looking ahead, if the 2024 Republican primary election for Governor was held today and the candidates were (RANDOMIZE 1-9), for whom would you vote?			
	Jay Ashcroft	45%	42%	22%
	Mike Kehoe	12%	10%	20%
	Bill Eigel	9%	12%	14%
	Chris Wright	NA	NA	*
	Darrell Leon McClanahan III	NA	NA	*
	Amber Thomsen	NA	NA	*
	Darren Grant	NA	NA	--
	Jeremy Gundel	NA	NA	--
	Robert Olson	NA	NA	--
	None	5%	5%	1%
	Don't know	29%	31%	42%

11. IF Q10=RESPONSE 1-9 (CANDIDATE CHOSEN): Which of those candidates would be your second choice? (RANDOMIZE 1-9 AGAIN IF NECESSARY, DO NOT RE-READ Q10 CHOICE)

	May 2023	Sept. 2023	May 2024
Jay Ashcroft	NA	NA	21%
Mike Kehoe	NA	NA	16%
Bill Eigel	NA	NA	9%
Chris Wright	NA	NA	4%
Amber Thomsen	NA	NA	1%
Darren Grant	NA	NA	1%
Robert Olson	NA	NA	1%
Jeremy Gundel	NA	NA	--
Darrell Leon McClanahan III	NA	NA	--
None	NA	NA	10%
Don't know	NA	NA	38%

ROTATE Q12-14

Moving on,

12. Do you believe Bill Eigel is Conservative, Moderate or Liberal in his political views? IF CONSERVATIVE: Is that very Conservative or somewhat Conservative?

Very Conservative	9%	NA	19%
Somewhat Conservative	13%		14%
Total Conservative	22%		33%
Moderate	7%		6%
Liberal	1%		2%
Don't know	70%		59%

13. Do you believe Jay Ashcroft is Conservative, Moderate or Liberal in his political views? IF CONSERVATIVE: Is that very Conservative or somewhat Conservative?

Very Conservative	23%	NA	23%
Somewhat Conservative	29%		33%
Total Conservative	52%		55%
Moderate	21%		17%
Liberal	3%		6%
Don't know	23%		21%

14. Do you believe Mike Kehoe is Conservative, Moderate or Liberal in his political views? IF CONSERVATIVE: Is that very Conservative or somewhat Conservative?

Very Conservative	8%	NA	19%
Somewhat Conservative	19%		24%
Total Conservative	27%		43%
Moderate	9%		7%
Liberal	2%		3%
Don't know	63%		46%

Turning now to issues,

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. (READ 1-3, 3-1)

	<u>May</u> <u>2023</u>	<u>Sept.</u> <u>2023</u>	<u>May</u> <u>2024</u>
I’m mostly concerned about illegal immigrants taking jobs from Americans, driving down wages and making it harder to make a living.	NA	NA	3%
I’m mostly concerned about illegal immigrants overburdening our schools, hospitals and social services and sticking U.S. taxpayers with the bill.			62%
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.			33%
None			2%
Don't know			1%

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? (RANDOMIZE 1-6)

Send equipment and Missouri National Guard troops to help secure the border.	NA	NA	8%
Establish a “detain and deport” policy allowing law enforcement to identify illegal immigrants and send them back to their country of origin.			54%
Prohibit illegal immigrants from obtaining drivers licenses, automobile plates or in-state tuition.			11%
Make it more difficult for illegal immigrants to get jobs by requiring employers to verify legal status before hiring.			8%
Prohibit sanctuary cities.			7%
Form a strike force of state and local law enforcement to stop human trafficking and drug smuggling in Missouri.			9%
None			1%
Don’t know			2%

Now a few questions about taxes.

17. Would you say the amount you pay in state taxes is, (READ 1-3,3-1)

Too high	NA	NA	65%
About right			28%
Too low			1%
Don’t know			6%

18. Which one of the following state taxes would you most like to see the state government repeal? (RANDOMIZE 1-3)

	May 2023	Sept. 2023	May 2024
Personal income tax	NA	NA	12%
Personal property tax			48%
Sales tax			7%
Repeal all			22%
Repeal none			6%
Other			*
Don't know			6%

INTRO Q19-24

Here are some statements about Bill Eigel, Republican candidate for Governor of Missouri. Please tell me if you are more likely or less likely to vote for Bill Eigel after hearing each statement. IF MORE/LESS LIKELY: Is that much more/less likely or somewhat more/less likely?

Scale

1. Much more likely
2. Somewhat more likely
3. Somewhat less likely
4. Much less likely
5. (DON'T READ) No impact

ROTATE Q19-24

19. Bill Eigel will protect Missouri jobs and Missouri land. Eigel is the only candidate with a plan to prohibit foreign ownership of land within 500 miles of a Missouri military base and 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 and take our jobs.

Much more likely	NA	NA	68%
Somewhat more likely			21%
Total more likely			89%
Total less likely			4%
Somewhat less likely			2%
Much less likely			3%
Don't know			7%

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

	May 2023	Sept. 2023	May 2024
Much more likely	NA	NA	56%
Somewhat more likely			23%
Total more likely			79%
Total less likely			9%
Somewhat less likely			2%
Much less likely			7%
Don't know			12%

21. Bill Eigel believes boys shouldn't play on girls' sports teams and 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.

Much more likely	NA	NA	81%
Somewhat more likely			12%
Total more likely			92%
Total less likely			3%
Somewhat less likely			1%
Much less likely			2%
Don't know			5%

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 and 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. And any university that refuses to take action against these terrorist sympathizers shouldn't get any taxpayer funding.

Much more likely	NA	NA	69%
Somewhat more likely			18%
Total more likely			87%
Total less likely			7%
Somewhat less likely			4%
Much less likely			3%
Don't know			7%

23. Bill Eigel says these pornographic and 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.

	May 2023	Sept. 2023	May 2024
Much more likely	NA	NA	55%
Somewhat more likely			14%
Total more likely			69%
Total less likely			19%
Somewhat less likely			10%
Much less likely			8%
Don't know			13%

24. Bill Eigel is the only candidate running for Governor who supports eliminating the personal property tax.

Much more likely	NA	NA	66%
Somewhat more likely			18%
Total more likely			84%
Total less likely			7%
Somewhat less likely			3%
Much less likely			4%
Don't know			9%

25. Now I'd like to ask you a question I asked earlier. If the 2024 Republican Primary election for Governor was held today and the candidates were (RANDOMIZE 1-9), for whom would you vote?

Bill Eigel	NA	NA	54%
Mike Kehoe			12%
Jay Ashcroft			9%
Darren Grant			--
Jeremy Gundel			--
Darrell Leon McClanahan III			--
Robert Olson			--
Amber Thomsen			--
Chris Wright			--
None			2%
Don't know			23%

26. IF Q25=RESPONSE 1-9 (CANDIDATE CHOSEN): Which of those candidates would be your second choice? (RANDOMIZE 1-9 AGAIN IF NECESSARY, DO NOT RE-READ Q25 CHOICE) -

	<u>May</u> <u>2023</u>	<u>Sept.</u> <u>2023</u>	<u>May</u> <u>2024</u>
Jay Ashcroft	NA	NA	25%
Mike Kehoe			18%
Bill Eigel			11%
Chris Wright			2%
Amber Thomsen			1%
Darren Grant			--
Jeremy Gundel			--
Darrell Leon McClanahan III			--
Robert Olson			--
None			6%
Don't know			37%

Now a few questions for statistical purposes.

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

Very Conservative	45%	56%	56%
Somewhat Conservative	39%	24%	30%
Total Conservative	84%	80%	86%
Moderate	13%	10%	11%
Liberal	1%	5%	*
Don't know	3%	5%	3%

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

Yes, respondent	NA	NA	18%
Yes, household member			13%
Yes, both respondent and another household member			1%
No			68%
Don't know			--

29. How often do you attend church or religious services? (READ 1-6)

Once a week or more often	40%	NA	42%
Several times a month	14%		15%
About once a month	12%		5%
Several times a year	11%		9%
Less often	11%		15%
Never	8%		7%
NA	5%		7%

30.	Age (FROM LIST)			
		<u>May</u>	<u>Sept.</u>	<u>May</u>
		<u>2023</u>	<u>2023</u>	<u>2024</u>
	18-34	4%	2%	3%
	35-44	8%	7%	8%
	45-54	14%	13%	14%
	55-59	10%	10%	8%
	60-64	12%	12%	13%
	65+	52%	56%	54%
31.	Gender (BY OBSERVATION)			
	Male	50%	50%	50%
	Female	50%	50%	50%
32.	County (FROM LIST)			
33.	Vote History (FROM LIST)			