Hello, my name is _____ and I'm calling on behalf of an independent market research firm. This is not a sales call. We are doing a survey to gather opinions on issues facing Missouri today. May I speak with **[NAME ON FILE]**?

1.   **[ASK IF WIRELESS SAMPLE]** Are you in a place right now where you can safely take the survey?

        1.   Yes
        2.   No **[SCHEDULE CALLBACK]**
        9.   Don't know **[SCHEDULE CALLBACK]**
        0.   Refused **[TERMINATE]**

2.   Are you or is anyone in your household a reporter or active in any political campaigns?

        1.   Yes **[TERMINATE]**
        2.   No **[CONTINUE]**
        0.   Refused **[TERMINATE]**

3.   **[RECORD FROM FILE IF NAME ON FILE] [IF NOT NAME ON FILE ASK]**
        [IF LANDLINE, ASK:] Are you registered to vote in Missouri at this address?
        [IF CELL, ASK:] In what county in Missouri are you registered to vote?

        Landline
        1.   Yes **[GO TO Q5]**
        2.   No **[ASK Q4]**

        Cell/Other
        1.   COUNTY IN SAMPLE FRAME
        2.   Other **[SPECIFY: _____] [DNR] [TERMINATE]**
        9.   Not in Missouri **[DNR] [TERMINATE]**
        0.   Refused **[DNR] [TERMINATE]**

4.   Is there anyone in your household who is registered to vote in Missouri? **[IF YES ASK: MAY I PLEASE SPEAK TO THAT PERSON?]**

        1.   Yes **[REPEAT INTRODUCTION]**
        2.   No **[THANK AND TERMINATE]**

5.   **[RECORD FROM FILE IF NAME ON FILE] [IF NOT NAME ON FILE ASK]**
        What is your age?

        Record Actual Age _____ **[ENTER 00 IF REFUSED]**

        [IF REFUSED, ASK: Which age category do you fall into?]

1%	18-24
4%	25-29
4%	30-34
3%	35-39
9%	40-44
8%	45-49
8%	50-54
9%	55-59
15%	60-64
8%	65-69
9%	70-74
22%	75 And Over
0%	Refused

6.   At election time, things sometimes come up that keep a person from voting. If the August primary election for U.S. Senate, Governor, Congress, and other state and local offices were being held today, would you be voting in **[RANDOMIZE R/D]** the Republican primary, the Democratic primary, another party's primary, or are you not planning to vote in the primary elections?

        [IF REPUBLICAN, PROBE: And would you say that you will definitely or probably vote in the Republican primary?**]**

81%	Definitely GOP Primary
19%	Probably GOP Primary

7. On a scale of 1 to 10, where one means that you are not at all enthusiastic and ten means that you are extremely enthusiastic, how enthusiastic are you about voting in the August Republican primary election for U.S. Senate, Governor, Congress, and other state and local offices?

44%	Extremely Enthusiastic 10 Rating
21%	Highly Enthusiastic 8-9 Rating
23%	Moderately Enthusiastic 5-7 Rating
10%	Not Very Enthusiastic 1-4 Rating
1%	Don't Know
0%	Prefer not to answer
66%	**8-10 Enthusiasm**
33%	**1-7 Enthusiasm**

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. **[RANDOMIZE] [IF FAVORABLE/UNFAVORABLE, PROBE:** Would that be very **(favorable/unfavorable)** or just somewhat **(favorable/unfavorable)**?**]**

8. Mike Kehoe

Apr. '24	Jan. '24	
63%	48%	Aware
37%	52%	Not Aware
17%	10%	Very Favorable
22%	16%	Somewhat Favorable
5%	6%	Somewhat Unfavorable
2%	2%	Very Unfavorable
14%	15%	Don't Know
3%	0%	Prefer not to answer
39%	**26%**	**Total Favorable**
7%	**7%**	**Total Unfavorable**

9. Jay Ashcroft

Apr. '24	Jan. '24	
92%	90%	Aware
8%	10%	Not Aware
17%	20%	Very Favorable
33%	40%	Somewhat Favorable
16%	12%	Somewhat Unfavorable
12%	6%	Very Unfavorable
12%	11%	Don't Know
1%	1%	Prefer not to answer
51%	**60%**	**Total Favorable**
28%	**18%**	**Total Unfavorable**

10. Bill Eigel

Apr. '24	Jan. '24	
32%	29%	Aware
68%	71%	Not Aware
6%	2%	Very Favorable
9%	6%	Somewhat Favorable
2%	2%	Somewhat Unfavorable
0%	1%	Very Unfavorable
13%	17%	Don't Know
1%	1%	Prefer not to answer
15%	**8%**	**Total Favorable**
3%	**3%**	**Total Unfavorable**

11. Donald Trump

Apr. '24	Jan. '24	
99%	99%	Aware
1%	1%	Not Aware
65%	60%	Very Favorable
21%	20%	Somewhat Favorable
4%	5%	Somewhat Unfavorable
8%	12%	Very Unfavorable
1%	2%	Don't Know
1%	0%	Prefer not to answer
86%	**79%**	**Total Favorable**
12%	**17%**	**Total Unfavorable**

12.   If the August Republican Primary election for Governor were being held today and the candidates were **[RANDOMIZE]** 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? **[IF CANDIDATE, PROBE:** Are you definitely voting for **(candidate)** or just probably voting for **(candidate)**?**] [IF UNDECIDED, PROBE:** Which way do you lean?**]**

Apr. '24	Jan. '24	
9%	6%	Definitely Kehoe
17%	8%	Probably Kehoe
1%	2%	Lean Kehoe
9%	14%	Definitely Ashcroft
18%	33%	Probably Ashcroft
3%	5%	Lean Ashcroft
3%	3%	Definitely Eigel
4%	3%	Probably Eigel
0%	1%	Lean Eigel
0%	N/A	Definitely McClanahan
0%	N/A	Probably McClanahan
0%	N/A	Lean McClanahan
0%	N/A	Definitely Gundel
1%	N/A	Probably Gundel
0%	N/A	Lean Gundel
0%	N/A	Definitely Olson
0%	N/A	Probably Olson
0%	N/A	Lean Olson
0%	N/A	Definitely Wright
0%	N/A	Probably Wright
0%	N/A	Lean Wright
0%	N/A	Definitely Thomsen
1%	N/A	Probably Thomsen
0%	N/A	Lean Thomsen
0%	N/A	Definitely Grant
0%	N/A	Probably Grant
0%	N/A	Lean Grant
0%	1%	Other **[VOL][SPECIFY]**
3%	1%	Will Not Vote **[VOL]**
28%	23%	Don't Know
1%	1%	Prefer not to answer
30%	**52%**	**Total Ashcroft**
27%	**16%**	**Total Kehoe**
8%	**7%**	**Total Eigel**
1%	**N/A**	**Total Thomsen**
1%	**N/A**	**Total Wright**
1%	**N/A**	**Total McClanahan**
1%	**N/A**	**Total Gundel**
0%	**N/A**	**Total Olson**
0%	**N/A**	**Total Grant**

13. **[DO NOT ASK IF WILL NOT VOTE, DK OR PREFER NOT TO ANSWER IN Q12]** And who would be your second choice? **[READ AND RANDOMIZE THOSE NOT CHOSEN IN Q12]**

Apr. '24	Jan. '24	
17%	26%	Mike Kehoe
16%	18%	Jay Ashcroft
8%	14%	Bill Eigel
4%	N/A	Amber Thomsen
3%	N/A	Darrell Leon McClanahan III
3%	N/A	Robert James Olson
2%	N/A	Chris Wright
2%	N/A	Jeremy Gundel
0%	N/A	Darren L. Grant
41%	42%	Don't Know
3%	1%	Prefer not to answer

14. What issue will be MOST important in deciding your vote for Governor? **[READ AND RANDOMIZE 1 THRU 11]**

Apr. '24	Jan. '24	
33%	22%	Illegal immigration and border security
12%	17%	Jobs & the economy
7%	N/A	Gun owners' rights
7%	12%	Abortion
7%	5%	Rising costs
6%	7%	Election integrity
5%	7%	Government spending and the state budget
5%	5%	Crime and public safety
4%	7%	Taxes
2%	3%	Health care
1%	6%	Education
8%	6%	Other **[SPECIFY]**
1%	1%	Don't know
1%	0%	Prefer not to answer

[RANDOMIZE ASKING EACH CANDIDATES' S/R/H SERIES FIRST]

15. **[ASK IF AWARE OF KEHOE, Q8:3-99]** Have you seen, read, or heard anything recently about Mike Kehoe?

28%	Yes	**[ASK Q16]**
71%	No/Not Aware	**[GO TO Q17]**
0%	Don't Know	**[GO TO Q17]**
0%	Prefer not to answer	**[GO TO Q17]**

16. Being as specific as possible, what do you recall having seen, read, or heard about Mike Kehoe? **[PROBE FOR AT LEAST ONE SPECIFIC RESPONSE, IF AD OR MAILING IS CITED, PROBE: What do you recall about that ad/mailing?]**

[RECORD VERBATIM]

_____

17. **[ASK IF AWARE OF ASHCROFT, Q9:3-99]** Have you seen, read, or heard anything recently about Jay Ashcroft?

42%	Yes	**[ASK Q18]**
56%	No/Not Aware	**[GO TO Q19]**
2%	Don't Know	**[GO TO Q19]**
0%	Prefer not to answer	**[GO TO Q19]**

18. Being as specific as possible, what do you recall having seen, read, or heard about Jay Ashcroft? **[PROBE FOR AT LEAST ONE SPECIFIC RESPONSE, IF AD OR MAILING IS CITED, PROBE: What do you recall about that ad/mailing?]**

[RECORD VERBATIM]

_____

19. **[ASK IF AWARE OF EIGEL, Q10:3-99]** Have you seen, read, or heard anything recently about Bill Eigel?

8%	Yes	**[ASK Q20]**
91%	No/Not Aware	**[GO TO A1]**
1%	Don't Know	**[GO TO A1]**
0%	Prefer not to answer	**[GO TO A1]**

20. Being as specific as possible, what do you recall having seen, read, or heard about Bill Eigel? **[PROBE FOR AT LEAST ONE SPECIFIC RESPONSE, IF AD OR MAILING IS CITED, PROBE: What do you recall about that ad/mailing?]**

[RECORD VERBATIM]

_____

[RANDOMIZE QA1-QA3]

A1.   **[ASK IF AWARE OF ASHCROFT, Q9:3-99]** Have you seen an advertisement about Jay Ashcroft and cows speaking Chinese?

        26%   Yes
        72%   No/Not Aware
        2%   Don't Know
        0%   Prefer not to answer

A2.   **[ASK IF AWARE OF ASHCROFT, Q9:3-99]** Have you seen an advertisement about Jay Ashcroft and Zuckerbucks?

        20%   Yes
        78%   No/Not Aware
        2%   Don't Know
        0%   Prefer not to answer

A3.   **[ASK IF AWARE OF KEHOE, Q8:3-99]** Have you seen an advertisement about Mike Kehoe and border security and illegal immigration?

        29%   Yes
        69%   No/Not Aware
        2%   Don't Know
        0%   Prefer not to answer

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. **[RANDOMIZE SERIES]**

[IF NECESSARY REPEAT: Would that make you more or less likely to vote for **Jay Ashcroft** or would it not make a difference?**] [IF MORE OR LESS LIKELY, PROBE:** Would that be much **(more/less likely)** or just a little **(more/less likely)**?**]**

21.   **(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%   Much More Likely
        1%   A Little More Likely
        11%   A Little Less Likely
        66%   Much Less Likely
        16%   No Difference
        4%   Don't Know
        0%   Prefer not to answer
        3%   Total More Likely
        77%   Total Less Likely

22.   **(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 Zuckerburg 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.

3%	Much More Likely
3%	A Little More Likely
12%	A Little Less Likely
55%	Much Less Likely
22%	No Difference
4%	Don't Know
1%	Prefer not to answer
6%	**Total More Likely**
67%	**Total Less Likely**

23.   **(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.

3%	Much More Likely
0%	A Little More Likely
10%	A Little Less Likely
71%	Much Less Likely
13%	No Difference
2%	Don't Know
1%	Prefer not to answer
4%	**Total More Likely**
81%	**Total Less Likely**

24.   **(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.

3%	Much More Likely
2%	A Little More Likely
14%	A Little Less Likely
57%	Much Less Likely
20%	No Difference
3%	Don't Know
1%	Prefer not to answer
5%	**Total More Likely**
71%	**Total Less Likely**

25.   **(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.

3%	Much More Likely
2%	A Little More Likely
13%	A Little Less Likely
59%	Much Less Likely
19%	No Difference
3%	Don't Know
1%	Prefer not to answer
5%	**Total More Likely**
72%	**Total Less Likely**

26. Now knowing what you do, if the August Republican Primary election for Governor were being held today and the candidates were **[RANDOMIZE]** 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? **[IF CANDIDATE, PROBE:** Are you definitely voting for **(candidate)** or just probably voting for **(candidate)**?**] [IF UNDECIDED, PROBE:** Which way do you lean?**]**

14%	Definitely Kehoe
18%	Probably Kehoe
4%	Lean Kehoe
4%	Definitely Ashcroft
6%	Probably Ashcroft
1%	Lean Ashcroft
4%	Definitely Eigel
5%	Probably Eigel
0%	Lean Eigel
0%	Definitely McClanahan
0%	Probably McClanahan
0%	Lean McClanahan
0%	Definitely Gundel
1%	Probably Gundel
0%	Lean Gundel
0%	Definitely Olson
0%	Probably Olson
0%	Lean Olson
0%	Definitely Wright
0%	Probably Wright
0%	Lean Wright
0%	Definitely Thomsen
2%	Probably Thomsen
0%	Lean Thomsen
0%	Definitely Grant
0%	Probably Grant
0%	Lean Grant
2%	Other **[VOL][SPECIFY]**
2%	Will Not Vote **[VOL]**
36%	Don't Know
1%	Prefer not to answer
36%	**Total Kehoe**
11%	**Total Ashcroft**
9%	**Total Eigel**
3%	**Total Thomsen**
1%	**Total Gundel**
0%	**Total McClanahan**
0%	**Total Wright**
0%	**Total Grant**
0%	**Total Olson**

27. Thinking about the Republican Party today, if you had to choose, would you more closely identify yourself as **[RANDOMIZE]** *part of the traditional Republican Party* OR *part of the Trump movement*? **[IF TRADITIONAL REPUBLICAN/TRUMP, PROBE:** And do you feel that way strongly, or not?**]**

Apr. '24	Jan. '24	
27%	30%	Strongly Traditional Republican
9%	9%	Not Strongly Traditional Republican
8%	7%	Not Strongly Trump Movement
40%	44%	Strongly Trump Movement
3%	3%	Both **[VOL]**
5%	4%	Neither **[VOL]**
6%	3%	Don't Know
1%	0%	Prefer not to answer
36%	**39%**	**Total Traditional GOP**
49%	**52%**	**Total Trump Movement**

28. Which best describes how you get your live television service? **[READ 1-5]**

26%	Through a satellite provider like DirecTV or Dish Network
19%	Streaming from a service such as YouTube TV, Hulu with Live TV or Sling
13%	Over the airwaves via antenna
11%	Through your cable company
17%	Don't watch live television, just stream shows on Netflix, Amazon or other platforms
6%	More than one **[VOL]**
3%	None **[VOL]**
4%	Other **[VOL][SPECIFY]**
1%	Don't know
0%	Prefer not to answer

29. How often do you watch Fox News? **[READ 1 THRU 7]**

16%	Several times a day
14%	About once a day
10%	A few times a week
4%	About once a week
5%	A few times of month
11%	Once a month or less
38%	Never
2%	Don't Know
1%	Prefer not to answer

And now I have just a few questions for statistical purposes only.

30. On political issues, do you consider yourself to be **[ROTATE TOP TO BOTTOM/ BOTTOM TO TOP]** Conservative, Moderate, or Liberal? **[IF CONSERVATIVE OR LIBERAL, PROBE:** Would that be very **(conservative/ liberal)** or just somewhat **(conservative/liberal)**?**]**

    3%   Very Liberal
    1%   Somewhat Liberal
    14%   Moderate / Neither
    22%   Somewhat Conservative
    57%   Very Conservative
    2%   Don't Know
    1%   Prefer not to answer
    4%   Total Liberal
    14%   Total Moderate
    80%   Total Conservative

31. Would you call yourself a born-again or Evangelical Christian?

    61%   Yes
    33%   No
    3%   Don't Know
    3%   Prefer not to answer

32. Do you have any children or grandchildren under 18 years old living at home? **[IF YES, PROBE:** Would those be your children or grandchildren?**]**

    21%   Yes, children
    4%   Yes, grandchildren
    1%   Yes, both
    26%   Total Yes
    72%   No
    1%   Prefer not to answer

33. What is the last grade of school you completed? **[READ 1 THRU 8 IF NECESSARY]**

    0%   Grade School or Less (1-8)
    1%   Some High School
    21%   High School Graduate
    7%   Vocational / Technical Training
    15%   Some College (Less Than 2 Years)
    14%   Some College (2 Years Or More)
    24%   College Graduate
    17%   Post Graduate Work
    0%   Don't Know
    1%   Prefer not to answer
    58%   Total Non-College
    41%   Total College

34. Which of the following income groups includes your total household income in 2023 before taxes? **[READ 1 THRU 9 IF NECESSARY]**

7%	Under $20,000
6%	$20,000 - $29,999
6%	$30,000 - $39,999
6%	$40,000 - $49,999
19%	$50,000 - $74,999
14%	$75,000 - $99,999
14%	$100,000 - $124,999
4%	$125,000 - $149,999
12%	$150,000 and Over
1%	Don't Know
12%	Prefer not to answer

35. SEX OF RESPONDENT

51%	Male
49%	Female

36. Region

23%	Greene
19%	Surrounding
29%	North Balance
29%	South Balance

37. Metro Type

12%	Urban
12%	Suburban
15%	Town
61%	Rural
0%	Unknown

38. DataTrust Modeled Party

54%	Strong GOP
28%	Weak GOP
18%	Swing

39.   DataTrust Modeled Education

48%   Non-College
41%   College
11%   Unknown

40.   NRCC Modeled Education

79%   Non-College
21%   College
0%   Unknown

41.   2018 Primary Election Vote History

62%   Voted
38%   Did Not Vote

42.   2020 Primary Election Vote History

78%   Voted
22%   Did Not Vote

43.   2022 Primary Election Vote History

84%   Voted
16%   Did Not Vote

44.   Sample Type

60%   Cell
40%   Landline