



Missouri Statewide Survey

June 2<sup>nd</sup>-4<sup>th</sup>, 2024

**Andy Blunt, Director of Strategic Development**  
**Josh Davidson, Vice President**

# Methodology

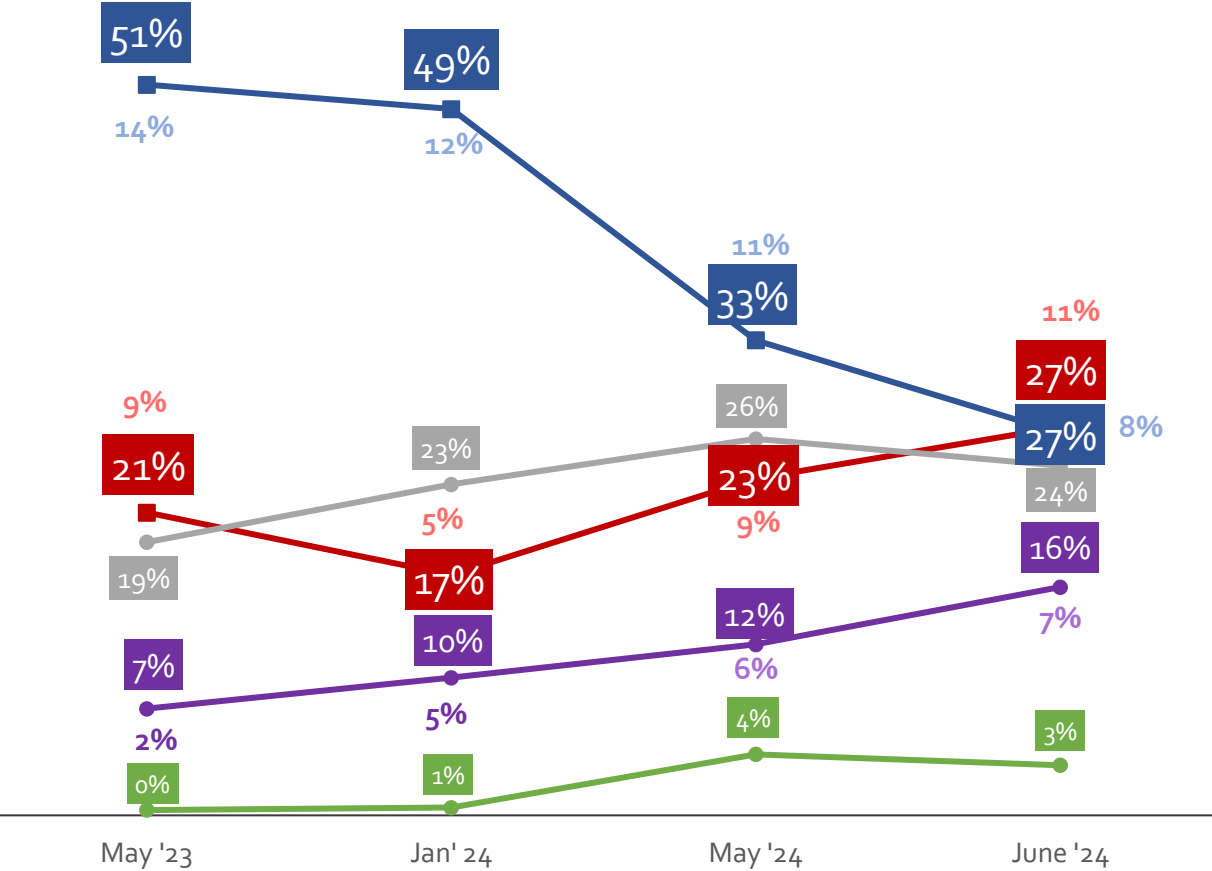
- American Dream PAC has commissioned American Viewpoint to conduct a survey of likely GOP primary voters in Missouri.
- Interviews were conducted June 2<sup>nd</sup>-4<sup>th</sup>, 2024. Several measurements are trended to the May 2023 and January 2024 American Dream surveys as well as a May 13<sup>th</sup>-15<sup>th</sup>, 2024 (n=600) survey of a similar audience.
- The margin of error for the full sample (n=800) is +/- 3.5% at the 95% confidence level. The margin of error among sub-groups is greater.
- 34% of interviews were conducted via SMS text-to-web and 34% of interviews were conducted via cell phone of those who could not be reached on a landline, with the remaining 32% of interviews being conducted on a landline.
- Respondents were asked for by name with an 89% match to the file.

# *Ballots & Perceptual Ratings*

# INITIAL GUBERNATORIAL PRIMARY BALLOT

The race for Governor is now tied, with Ashcroft having lost significant vote share overall, as well as with seniors. Kehoe has gained ground across the electorate and is stronger with more centrist and Traditional GOP voters than others, while Ashcroft leads with very conservative and Trump Movement voters. Eigel cannot be ignored as a factor in this race, with ideology and Trump Movement affiliation being drivers on his vote share. Nearly a quarter of the electorate is undecided, and this is spread out across groups, with liberal/moderate primary voters a bit more likely to be undecided than conservatives.

**Kehoe Ashcroft Eigel Other**  
*Def. Kehoe Def. Ashcroft Def. Eigel Don't Know*



	January 2024		May 2024				June 2024			
	Kehoe	Ashcroft	Kehoe	Ashcroft	Eigel	Don't Know	Kehoe	Ashcroft	Eigel	Don't Know
Total	17%	49%	23%	33%	12%	26%	27%	27%	16%	24%
Men	17%	47%	26%	33%	15%	20%	29%	26%	19%	20%
Women	16%	51%	21%	33%	9%	33%	25%	27%	12%	29%
18-49	25%	37%	26%	25%	12%	30%	26%	23%	19%	25%
50-64	14%	52%	28%	28%	12%	26%	27%	24%	18%	25%
65 And Over	13%	55%	17%	43%	12%	23%	28%	31%	12%	23%
Liberal/Mod.	26%	40%	30%	32%	8%	22%	34%	17%	7%	30%
Somewhat Cons.	14%	53%	24%	33%	6%	31%	28%	26%	15%	28%
Very Cons.	13%	52%	22%	34%	16%	23%	24%	30%	19%	21%
Trad. GOP	23%	46%	29%	38%	7%	21%	32%	24%	8%	26%
Trump Mvmt.	11%	53%	17%	32%	17%	29%	23%	27%	22%	24%
Evangelical	14%	53%	21%	38%	13%	24%	25%	29%	19%	23%

\*May data comes from a May 13-15 survey (n=600)

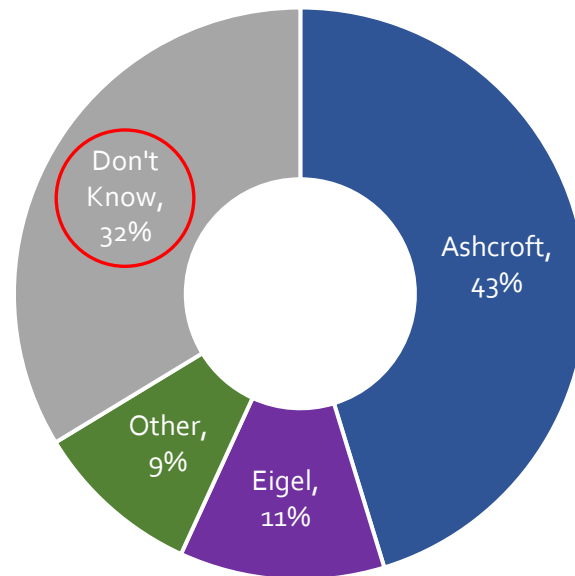


If the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L. Grant, for whom would you vote?

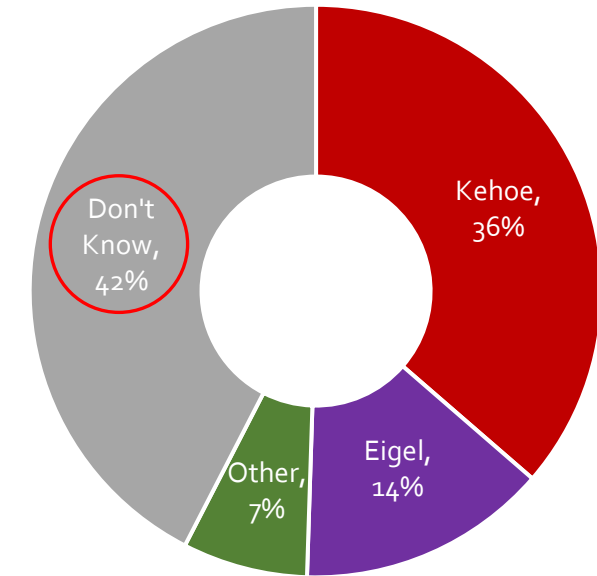
## SECOND CHOICE

Kehoe and Ashcroft are still primarily taking votes from each other, while Eigel is taking a bit more from Kehoe than he is from Ashcroft. The sizeable segments of voters who don't know who their second choice would be underscores that this is still a fluid race.

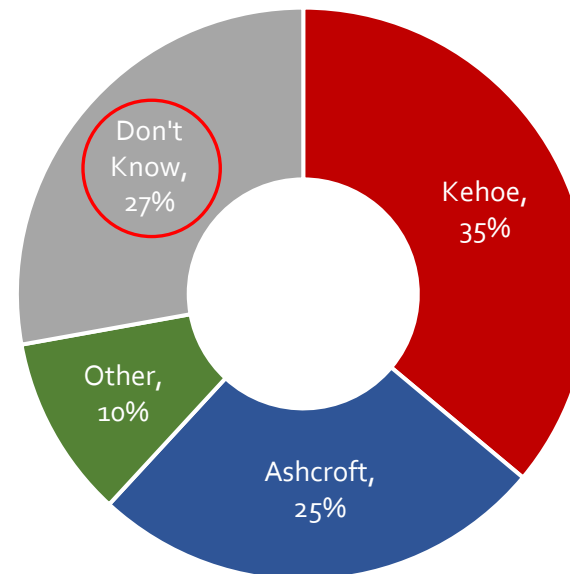
**Kehoe [n=216]**



**Ashcroft [n=212]**



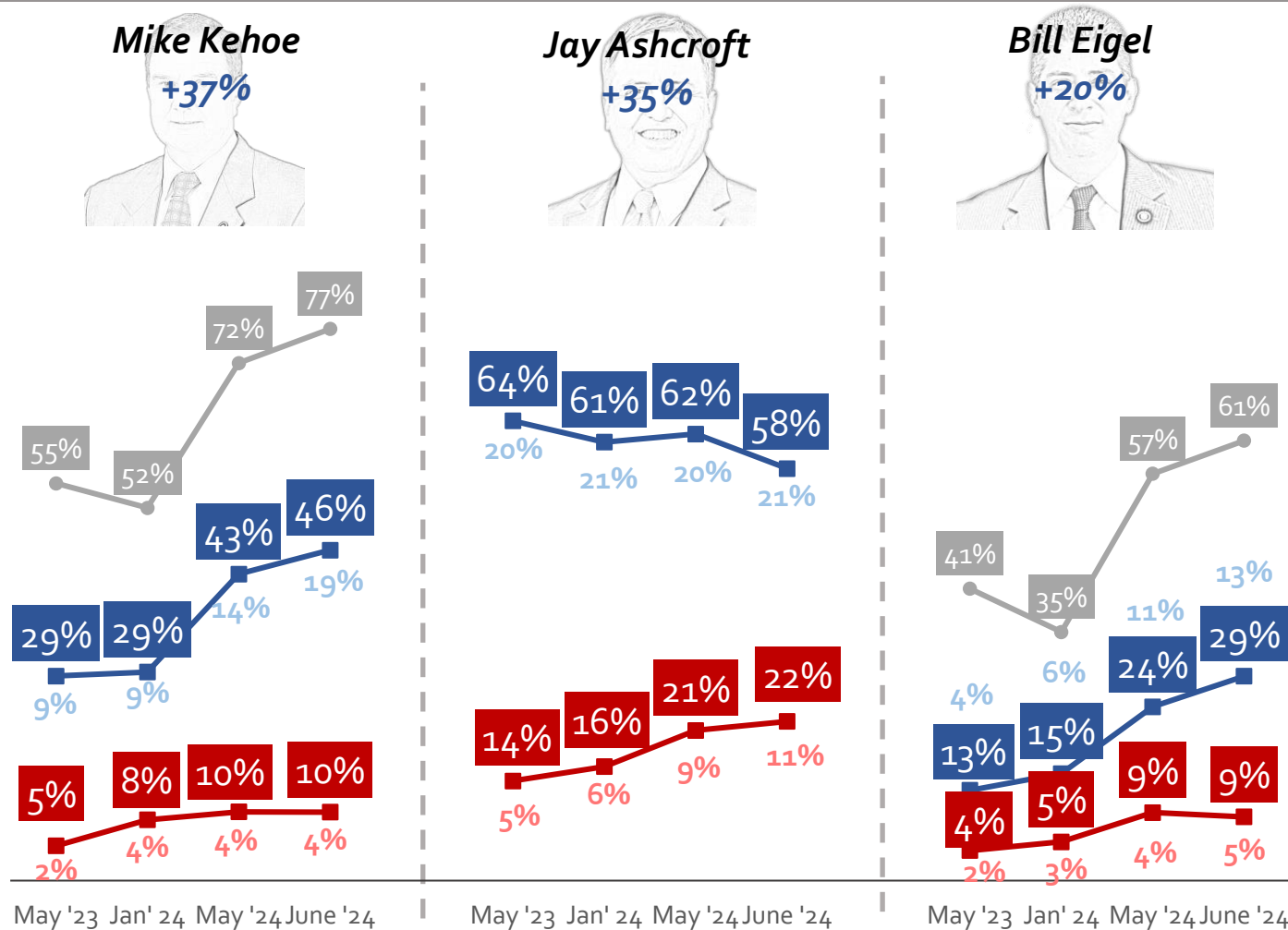
**Eigel [n=127]**



And who would be your second choice? [Asked among those with a first choice, n=582]

GUBERNATORIAL CANDIDATE PERCEPTUAL RATINGS

Kehoe’s awareness and favorable rating has increased over the past six months and his perceptual rating is fairly consistent across groups. Ashcroft’s image has worsened a bit and is weakest among liberal/moderate primary voters. Awareness of Eigel has also increased, with ideology and Trump Movement affiliation being key factors in his perceptual rating. Eigel and Kehoe are converting more of their favorables to vote share than Ashcroft. Among those with an opinion of Kehoe and Ashcroft (51% PoE), Kehoe leads with 43%, followed by Ashcroft (21%) and Eigel (20%). If Eigel is able to attract additional resources, this could become a true three-way contest, as among those who are aware of all 3 candidates (56% PoE), the race is essentially tied (25% Kehoe – 23% Ashcroft – 23% Eigel).



Aware **Favorable** **Unfavorable**  
Very Favorable Very Unfavorable

	Favorable:Unfavorable								
	Kehoe			Ashcroft			Eigel		
	Jan.	May	June	Jan.	May	June	Jan.	May	June
Total	29:8	43:10	46:10	61:16	62:21	58:22	15:5	24:9	29:9
Men	31:10	44:11	48:11	59:20	65:20	60:20	18:6	28:10	35:13
Women	27:7	41:8	44:8	63:12	60:22	55:24	12:4	20:9	21:4
18-49	27:10	43:9	43:11	50:14	56:22	51:21	10:8	17:12	29:14
50-64	31:7	47:10	46:10	64:19	62:25	56:24	18:4	31:8	33:8
65 And Over	29:9	39:10	49:8	66:15	68:17	64:22	16:4	24:9	25:6
Liberal/Mod.	30:8	47:18	43:14	51:28	54:39	44:35	9:7	20:19	11:21
Somewhat Cons.	30:9	45:6	48:7	69:10	67:17	58:21	16:5	16:13	28:7
Very Cons.	29:8	42:9	46:10	64:13	62:19	62:20	18:5	30:6	34:7
Trad. GOP	34:6	48:9	47:9	63:19	70:21	54:25	13:6	17:17	19:15
Trump Mvmt.	25:11	39:10	46:10	60:13	58:21	62:20	18:5	33:2	36:5
Evangelical	28:8	39:10	45:11	63:14	68:16	58:21	15:4	27:6	31:8

Candidate vote share among those with fav. opinion

Kehoe  
52%

Ashcroft  
42%

Eigel  
49%

## KEY METRICS BY GEOGRAPHY

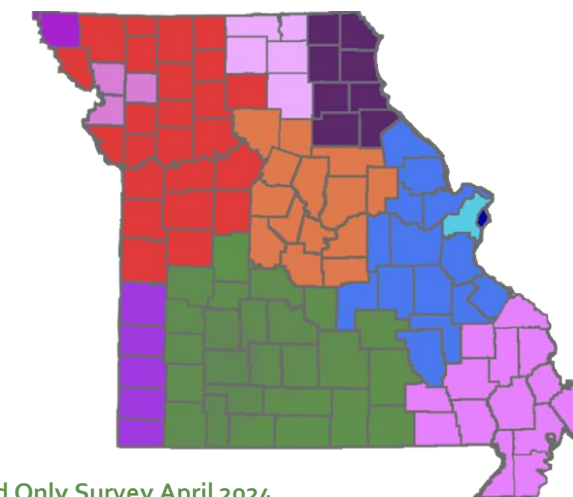
Kehoe now leads in the two markets where there has been advertising. He has overtaken Ashcroft in the Springfield media market in the last three weeks, and this is where Ashcroft's perceptual rating has deteriorated the most. Kehoe's favorable rating has nearly doubled in the STL DMA, where Eigel is strongest and his favorable rating is highest. Ashcroft's definition in the Kansas City and smaller markets continues to drive the ballot there, while Kehoe leads in the Columbia-Jeff. City market where both are well defined.

	PoE	January 2024				May 2024				June 2024			
		Kehoe	Ashcroft	Eigel	Don't Know	Kehoe	Ashcroft	Eigel	Don't Know	Kehoe	Ashcroft	Eigel	Don't Know
<b>Total</b>		<b>17%</b>	<b>49%</b>	<b>10%</b>	<b>23%</b>	<b>23%</b>	<b>33%</b>	<b>12%</b>	<b>26%</b>	<b>27%</b>	<b>27%</b>	<b>16%</b>	<b>24%</b>
St. Louis	30%	15%	44%	17%	23%	33%	26%	11%	25%	30%	24%	22%	21%
Kansas City	21%	15%	54%	3%	25%	12%	36%	15%	32%	11%	34%	15%	30%
Columbia-Jeff. City	9%	40%	34%	14%	11%	33%	35%	16%	10%	49%	17%	12%	16%
Springfield	22%	16%	52%	7%	23%	24%	31%	9%	29%	35%	22%	12%	24%
Balance	18%	10%	56%	5%	26%	16%	44%	10%	27%	19%	33%	12%	28%
STL City/County	10%	17%	43%	12%	28%	24%	33%	9%	28%	27%	36%	14%	18%
STL Collar	20%	14%	45%	20%	21%	37%	22%	12%	23%	31%	17%	26%	22%

**Columbia-Jefferson City Combined May & June 2024**  
 Kehoe (42%) – Ashcroft (25%) – Eigel (14%) – DK(14%)  
 Kehoe 72:13  
 Ashcroft 68:17  
 Eigel 30:11

	Kehoe			Ashcroft			Eigel		
	Jan.	May	June	Jan.	May	June	Jan.	May	June
<b>Total</b>	<b>29:8</b>	<b>43:10</b>	<b>46:10</b>	<b>61:16</b>	<b>62:21</b>	<b>58:22</b>	<b>15:5</b>	<b>24:9</b>	<b>29:9</b>
St. Louis	30:8	56:10	56:8	57:20	59:26	62:22	22:7	27:17	39:9
Kansas City	24:6	28:7	35:7	65:11	64:20	62:15	9:6	28:6	24:5
Columbia-Jeff. City	62:18	70:16	72:11	71:17	71:17	66:16	27:5	31:10	28:11
Springfield	26:7	41:10	45:15	60:18	58:21	44:35	8:3	19:2	21:13
Balance	20:9	26:8	30:8	59:11	67:16	57:19	12:5	17:10	25:5
STL City/County	25:4	43:11	63:5	59:15	62:25	78:12	22:2	19:16	31:10
STL Collar	33:10	62:10	52:9	57:22	58:26	53:27	23:9	31:17	43:9

\*May data comes from a May 13-15 survey (n=600)



**Springfield Only Survey April 2024**  
 Kehoe (27%) – Ashcroft (30%) – Eigel (8%) – DK(28%)  
 Kehoe 39:7  
 Ashcroft 51:28  
 Eigel 15:3



## VOTE SHARE/OPINION SHIFTS BY GEOGRAPHY

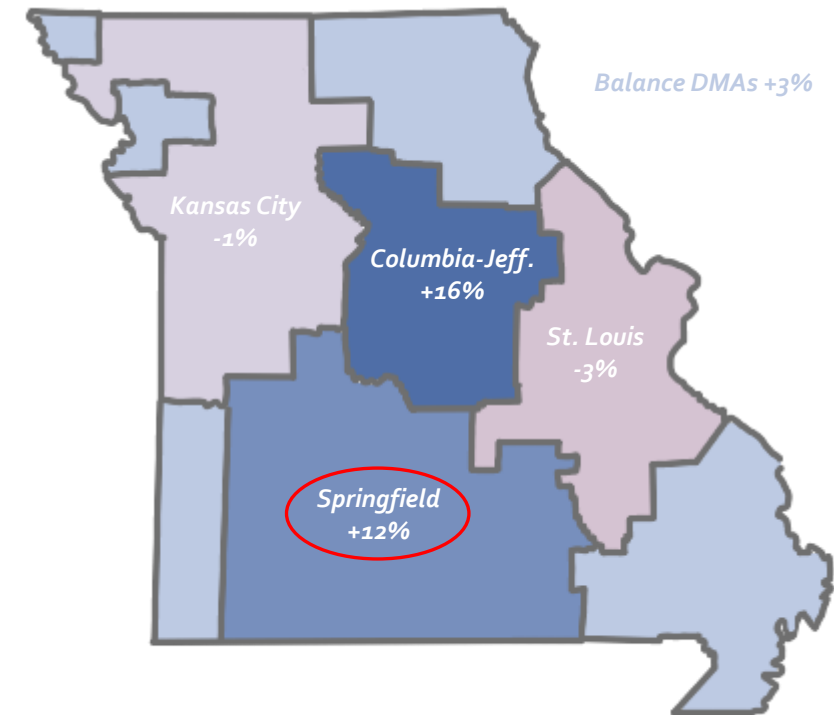
Since mid-May, Kehoe has grown his vote share in the Springfield media market, driven more by the change in Ashcroft's perceptual rating than improvement on Kehoe's. Kehoe has also seen improvement in the Columbia-Jeff. City market but some of this is likely due to smaller sample sizes (n=56 in May, n=75 in June). Eigel has gained ground in St. Louis, both in terms of vote share and his favorable rating.

	Gubernatorial Ballot			
	Kehoe	Ashcroft	Eigel	Don't Know
<b>Total</b>	+4%	-6%	+4%	-2%
St. Louis	-3%	-2%	+11%	-4%
Kansas City	-1%	-2%	+0%	-2%
Columbia-Jeff. City	+16%	-17%	-3%	+6%
Springfield	+12%	-8%	+3%	-5%
Balance	+3%	-10%	+2%	+1%
STL City/County	+3%	+3%	+5%	-10%
STL Collar	-6%	-5%	+14%	-1%

	Kehoe		Ashcroft		Aware	Eigel	
	Favorable	Unfavor.	Favorable	Unfavor.		Favorable	Unfavor.
<b>Total</b>	+3%	-0%	-5%	+1%	+5%	+4%	-1%
St. Louis	+0%	-2%	+2%	-4%	+7%	+12%	-7%
Kansas City	+7%	+1%	-2%	-5%	+3%	-4%	-1%
Columbia-Jeff. City	+2%	-5%	-5%	-1%	+2%	-3%	+1%
Springfield	+4%	+5%	-13%	+14%	+5%	+2%	+11%
Balance	+5%	+0%	-10%	+3%	+3%	+7%	-5%
STL City/County	+20%	-6%	+17%	-14%	+15%	+12%	-6%
STL Collar	-10%	-1%	-5%	+1%	+4%	+12%	-8%

\*May data comes from a May 13-15 survey (n=600)

**Change in Kehoe Vote Share  
May-June 2024**





## *S/R/H Series*

## SEEN, READ, OR HEARD

Roughly an equal number of primary voters have S/R/H something about Kehoe or Ashcroft, with Kehoe's vote share higher among his S/R/H voters than among Ashcroft's. Kehoe's reach is fairly consistent across groups and geographically it lines up with advertising. While a bit lower overall, Eigel's reach is higher among men, voters under 50, Trump Movement voters, and those in the STL media market, indicating he may be targeting them with digital or other voter contact. Among his S/R/H voters, Eigel is successfully converting his reach into vote share. Among those who have S/R/H something about both Kehoe and Ashcroft (17% of voters), Kehoe leads 53%-16%, with Eigel taking 19%.

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

Initial: Kehoe (27%) – Ashcroft (27%) – Eigel (16%) – DK (24%)

Yes



~~56%~~ 14%-18%-9%

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

Yes



~~34%~~ 28%-17%-14%

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

Yes

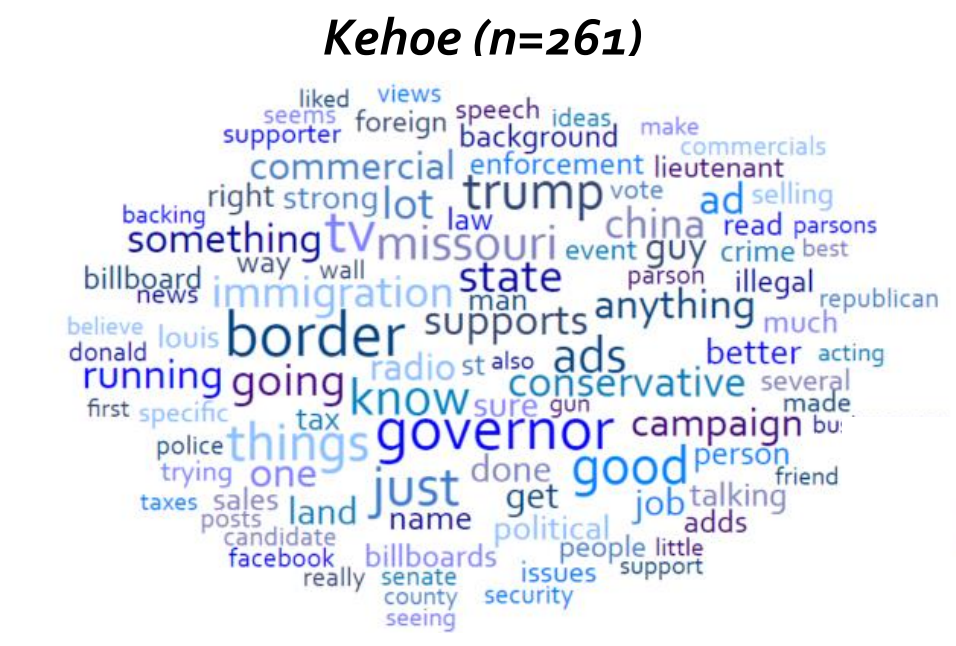


23%-11% ~~53%~~ 7%

	Seen, Read, or Heard		
	Kehoe	Ashcroft	Eigel
<b>Total</b>	<b>33%</b>	<b>32%</b>	<b>19%</b>
Men	36%	35%	<del>25%</del>
Women	29%	28%	13%
18-49	28%	28%	<del>25%</del>
50-64	33%	27%	19%
65 And Over	35%	39%	15%
Liberal/Mod.	33%	38%	21%
Somewhat Cons.	29%	30%	17%
Very Cons.	34%	31%	20%
Trad. GOP	33%	38%	15%
Trump Mvmt.	32%	26%	<del>23%</del>
Evangelical	31%	33%	20%
St. Louis	44%	29%	<del>25%</del>
Kansas City	13%	23%	13%
Columbia-Jeff. City	54%	39%	13%
Springfield	40%	48%	19%
Balance	17%	24%	19%
Cable	37%	33%	13%
Satellite	29%	34%	14%
Antenna	44%	32%	21%
Streaming	34%	37%	22%
No Live	24%	28%	21%



## WORD CLOUDS



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*Voting for Kehoe*

**Definitely Kehoe / Strongly Trump Movement / Very Conservative / Female / 70-74 / SPRINGFIELD MO**  
He is endorsed by Mike Parson. He is strong on gun ownership.

**Definitely Kehoe / Not Strongly Traditional Republican / Somewhat Conservative / Female / 50-54 / ST. LOUIS**  
It was about his backing of St. Louis. He is trying to make it a better city. He is backing police officers.

**Definitely Kehoe / Strongly Trump Movement / Somewhat Conservative / Female / 60-64 / ST. LOUIS**  
It was on the news about immigration. He would like to bring back the border wall.

**Definitely Kehoe / Strongly Trump Movement / Very Conservative / Female / 75 And Over / SPRINGFIELD MO**  
He stands with Trump. He is for border security.

**Definitely Kehoe / Strongly Traditional Republican / Somewhat Conservative / Male / 70-74 / ST. LOUIS**  
He is conservative and supports Donald Trump. It sounds like he would be strong for the economy.

**Definitely Kehoe / Strongly Traditional Republican / Moderate / Male / 30-34 / KANSAS CITY**  
He is being backed by the Missouri State Council Firefighter and International State of Firefighters.

**Definitely Kehoe / Strongly Trump Movement / Very Conservative / Male / 55-59 / OTTUMWA-KIRKSVILLE**  
He is a self-made man. He is a farmer. He is very supportive of agriculture.

**Probably Kehoe / Strongly Trump Movement / Very Conservative / Female / 55-59 / SPRINGFIELD MO**  
He is tough on crime and conservative.

**Probably Kehoe / Not Strongly Traditional Republican / Very Conservative / Female / 55-59 / SPRINGFIELD MO**  
Support for police, border control

**Lean Kehoe / Strongly Traditional Republican / Very Conservative / Male / 30-34 / PADUCAH-CAPE GIRARD-HARSBG**  
He visited Missouri after the tornado. He did it on behalf of the governor.

*Not Voting for Kehoe*

**Definitely Ashcroft / Not Strongly Trump Movement / Very Conservative / Female / 60-64 / JOPLIN-PITTSBURG**  
He is the lieutenant governor and will be acting governor when Parsons make a trip.

**Probably Ashcroft / Strongly Trump Movement / Very Conservative / Female / 60-64 / SPRINGFIELD MO**  
Pro law enforcement, farming, common sense

**Probably Ashcroft / Strongly Traditional Republican / Moderate / Male / 70-74 / ST. LOUIS**  
He tries to align himself with Trump. I don't know what that has to do with Missouri.

**Probably Ashcroft / Strongly Trump Movement / Very Conservative / Male / 75 And Over / ST. LOUIS**  
He says that every state is a border state. It was about illegal immigrants.

**Definitely Eigel / Neither / Very Conservative / Female / 60-64 / ST. LOUIS**  
He is backed by lobbyists.

**Definitely Eigel / Strongly Trump Movement / Somewhat Conservative / Female / 70-74 / ST. LOUIS**  
His commercial says that he is going to do something about the border, which is kind of odd for a governor.

**Definitely Eigel / Strongly Trump Movement / Very Conservative / Female / 70-74 / ST. LOUIS**  
He is not the one I want to vote for. He is all for selling properties to China. He is not the one I want.

**Probably Eigel / Strongly Trump Movement / Very Conservative / Male / 60-64 / ST. LOUIS**  
He supports Trump and building the border wall to stop illegal immigration.

**Probably Eigel / Not Strongly Trump Movement / Very Conservative / Male / 35-39 / ST. LOUIS**  
He will allow land sales to China. Takes money from libs. Not a true conservative.

**Don't Know / Neither / Moderate / Male / 25-29 / ST. LOUIS**  
I remember him running on border security. It is an issue that I don't feel strongly about here in Missouri.

**Don't Know / Strongly Trump Movement / Very Conservative / Male / 60-64 / ST. LOUIS**  
I heard about the IP situation that is going on in Missouri. I would like to investigate more.

*Voting for Ashcroft*

**Definitely Ashcroft / Strongly Trump Movement / Somewhat Conservative / Male / 75 And Over / KANSAS CITY**  
He has taken action to the Supreme Court on certain matters like border security and gun rights.

**Definitely Ashcroft / Strongly Traditional Republican / Somewhat Conservative / Female / 75 And Over / KANSAS CITY**  
He is like his father. His father was a great senator.

**Definitely Ashcroft / Strongly Trump Movement / Somewhat Conservative / Male / 75 And Over / SPRINGFIELD MO**  
He is going to try to straighten the economy out and this border crossing stuff. He is going to try to get that straightened out. I like to hear him talk about things. He is going to be the one to do it.

**Definitely Ashcroft / Strongly Trump Movement / Very Conservative / Male / 60-64 / ST. LOUIS**  
He is a fighter for conservative issues.

**Definitely Ashcroft / Not Strongly Trump Movement / Very Conservative / Female / 60-64 / JOPLIN-PITTSBURG**  
He supports Trump. He wants to phase out state income tax. He is a Christian. He opposes abortion. He is for fair and fraud-free elections.

**Probably Ashcroft / Both / Very Conservative / Female / 65-69 / SPRINGFIELD MO**  
He is standing with Trump and against what they are trying to do to him.

**Probably Ashcroft / Strongly Traditional Republican / Somewhat Conservative / Male / 40-44 / JOPLIN-PITTSBURG**  
I just saw that he was responsible for certifying Missouri's elections and keeping them safe.

**Probably Ashcroft / Don't Know / Somewhat Conservative / Male / 75 And Over / SPRINGFIELD MO**  
Ads portraying Jay negatively

**Probably Ashcroft / Strongly Traditional Republican / Somewhat Conservative / Male / 75 And Over / COLUMBIA-JEFFERSON CITY**  
He is a hardworking politician.

**Probably Ashcroft / Strongly Trump Movement / Very Conservative / Female / 75 And Over / ST. LOUIS**  
He has a good name, like his dad.

*Not Voting for Ashcroft*

**Definitely Kehoe / Both / Very Conservative / Male / 50-54 / COLUMBIA-JEFFERSON CITY**  
He is against benefits for veterans.

**Definitely Kehoe / Strongly Trump Movement / Very Conservative / Female / 75 And Over / SPRINGFIELD MO**  
I saw the report on him allowing China to buy our farmland.

**Definitely Kehoe / Strongly Trump Movement / Very Conservative / Female / 65-69 / SPRINGFIELD MO**  
Don't want another Ashcroft

**Probably Kehoe / Strongly Trump Movement / Very Conservative / Female / 65-69 / SPRINGFIELD MO**  
He is voting for China to come and buy Missouri farmland and land around military bases.

**Probably Kehoe / Not Strongly Trump Movement / Very Conservative / Male / 45-49 / SPRINGFIELD MO**  
I have seen ads about him supporting the Chinese buying lands in Missouri.

**Definitely Eigel / Strongly Traditional Republican / Very Conservative / Female / 35-39 / ST. LOUIS**  
It was a TV commercial. It is about border control. He works with Trump and protects our farmlands.

**Definitely Eigel / Strongly Trump Movement / Very Conservative / Male / 65-69 / PADUCAH-CAPE GIRARD-HARSBG**  
Solid conservative

**Probably Eigel / Strongly Traditional Republican / Somewhat Conservative / Female / 70-74 / SPRINGFIELD MO**  
He wanted to sell land in Missouri to China.

**Don't Know / Strongly Trump Movement / Very Conservative / Male / 40-44 / KANSAS CITY**  
The name. Ashcroft

**Don't Know / Strongly Trump Movement / Very Conservative / Male / 75 And Over / SPRINGFIELD MO**  
He has allowed China to buy farms in Missouri.



*Voting for Eigel*

- Definitely Eigel / Refused / Refused / Male / 30-34 / COLUMBIA-JEFFERSON CITY**  
Wants to cut state budget. Create less dependency on the Federal money coming into Missouri.
- Definitely Eigel / Strongly Trump Movement / Very Conservative / Male / 45-49 / KANSAS CITY**  
Eliminating personal property taxes. Lowering taxes.
- Definitely Eigel / Strongly Trump Movement / Very Conservative / Male / 55-59 / ST. LOUIS**  
He is for smaller government and less taxes.
- Definitely Eigel / Strongly Trump Movement / Very Conservative / Male / 65-69 / SPRINGFIELD MO**  
It was about him standing for no taxes in the Senate debate.
- Definitely Eigel / Strongly Trump Movement / Very Conservative / Female / 70-74 / ST. LOUIS**  
It was about the China thing. It was about them buying up our property in Missouri. He wants to put a stop to that. It was about election integrity.
- Definitely Eigel / Strongly Trump Movement / Somewhat Conservative / Male / 65-69 / ST. JOSEPH**  
I have seen TV ads and Facebook ads side by side Ashcroft and Kehoe about foreign government purchase of farmlands in Missouri.
- Definitely Eigel / Strongly Trump Movement / Somewhat Conservative / Male / 55-59 / SPRINGFIELD MO**  
He's MAGA
- Definitely Eigel / Not Strongly Trump Movement / Very Conservative / Male / 60-64 / KANSAS CITY**  
Eliminate personal property tax \ Pardon KC Police office
- Probably Eigel / Strongly Trump Movement / Very Conservative / Male / 70-74 / ST. LOUIS**  
Lower taxes
- Probably Eigel / Strongly Trump Movement / Very Conservative / Female / 75 And Over / COLUMBIA-JEFFERSON CITY**  
He is against any foreign government owning Missouri land.
- Probably Eigel / Strongly Traditional Republican / Moderate / Male / 35-39 / SPRINGFIELD MO**  
He has a billboard in my town that says he is going to get rid of property taxes.

*Not Voting for Eigel*

- Definitely Kehoe / Strongly Trump Movement / Very Conservative / Male / 50-54 / COLUMBIA-JEFFERSON CITY**  
Against personal property taxes
- Definitely Kehoe / Both / Very Conservative / Male / 50-54 / COLUMBIA-JEFFERSON CITY**  
He tried to hijack the legislative session to make himself look good.
- Probably Kehoe / Strongly Trump Movement / Don't Know / Male / 75 And Over / ST. LOUIS**  
He would shake things up in Jefferson City.
- Definitely Ashcroft / Not Strongly Traditional Republican / Very Conservative / Male / 25-29 / SPRINGFIELD MO**  
He wants to stick with China. He is tired of them buying United States farmlands.
- Definitely Ashcroft / Strongly Trump Movement / Very Conservative / Male / 40-44 / JOPLIN-PITTSBURG**  
His ads are generic, non specific on how he plans to accomplish his goals.
- Probably Ashcroft / Strongly Trump Movement / Very Conservative / Male / 50-54 / SPRINGFIELD MO**  
Heard he's all talk and uses catch phrases to sound good but has no plan to back up his words.
- Other / Strongly Trump Movement / Somewhat Conservative / Male / 40-44 / ST. LOUIS**  
He wants to get rid of personal property tax
- Will Not Vote / Strongly Traditional Republican / Moderate / Male / 75 And Over / SPRINGFIELD MO**  
He was the one who blocked all the activities in the Missouri Senate. It was about our right for freedom. He is an idiot.
- Refused / Strongly Trump Movement / Very Conservative / Male / 35-39 / ST. LOUIS**  
He is sort of a major player in the initiative petition reform. He is taking Missouri Constitution giving the voters a chance to change the laws.

## *Messages and Informed Ballot*

## ASHCROFT NEGATIVE MESSAGES

The China farmland hit is still effective in taking vote share from Ashcroft but his association with liberal groups that support amnesty and CRT is equally effective. While a bit less potent, Ashcroft's comments about veterans' benefits are also helpful in taking votes 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
<b>(FOREIGN OWNERSHIP)</b> 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.	2% - 82% - 10%	72%	74%
<b>(CRT)</b> 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% - 76% - 15%	64%	74%
<b>(VETERANS)</b> 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.	2% - 78% - 14%	65%	65%





# ASHCROFT NEGATIVE MESSAGES – RANKED BY MUCH LESS LIKELY

	Total	Seniors	Lib./Mod.	Swt. Con.	Very Con.	Traditional GOP	Trump Movement	Evangelical
1	Championed bill that allows foreign countries to buy MO farmland 72%	Championed bill that allows foreign countries to buy MO farmland 70%	Championed bill that allows foreign countries to buy MO farmland 67%	Championed bill that allows foreign countries to buy MO farmland 72%	Championed bill that allows foreign countries to buy MO farmland 73%	Championed bill that allows foreign countries to buy MO farmland 69%	Championed bill that allows foreign countries to buy MO farmland 76%	Championed bill that allows foreign countries to buy MO farmland 69%
2	Has said he is opposed to giving benefits of any kind to veterans 65%	Has said he is opposed to giving benefits of any kind to veterans 67%	Has said he is opposed to giving benefits of any kind to veterans 61%	Has said he is opposed to giving benefits of any kind to veterans 67%	Has accepted thousands in free travel, lodging from liberal groups 68%	Has said he is opposed to giving benefits of any kind to veterans 58%	Has accepted thousands in free travel, lodging from liberal groups 72%	Has said he is opposed to giving benefits of any kind to veterans 65%
3	Has accepted thousands in free travel, lodging from liberal groups 64%	Has accepted thousands in free travel, lodging from liberal groups 64%	Has accepted thousands in free travel, lodging from liberal groups 47%	Has accepted thousands in free travel, lodging from liberal groups 65%	Has said he is opposed to giving benefits of any kind to veterans 66%	Has accepted thousands in free travel, lodging from liberal groups 53%	Has said he is opposed to giving benefits of any kind to veterans 72%	Has accepted thousands in free travel, lodging from liberal groups 63%



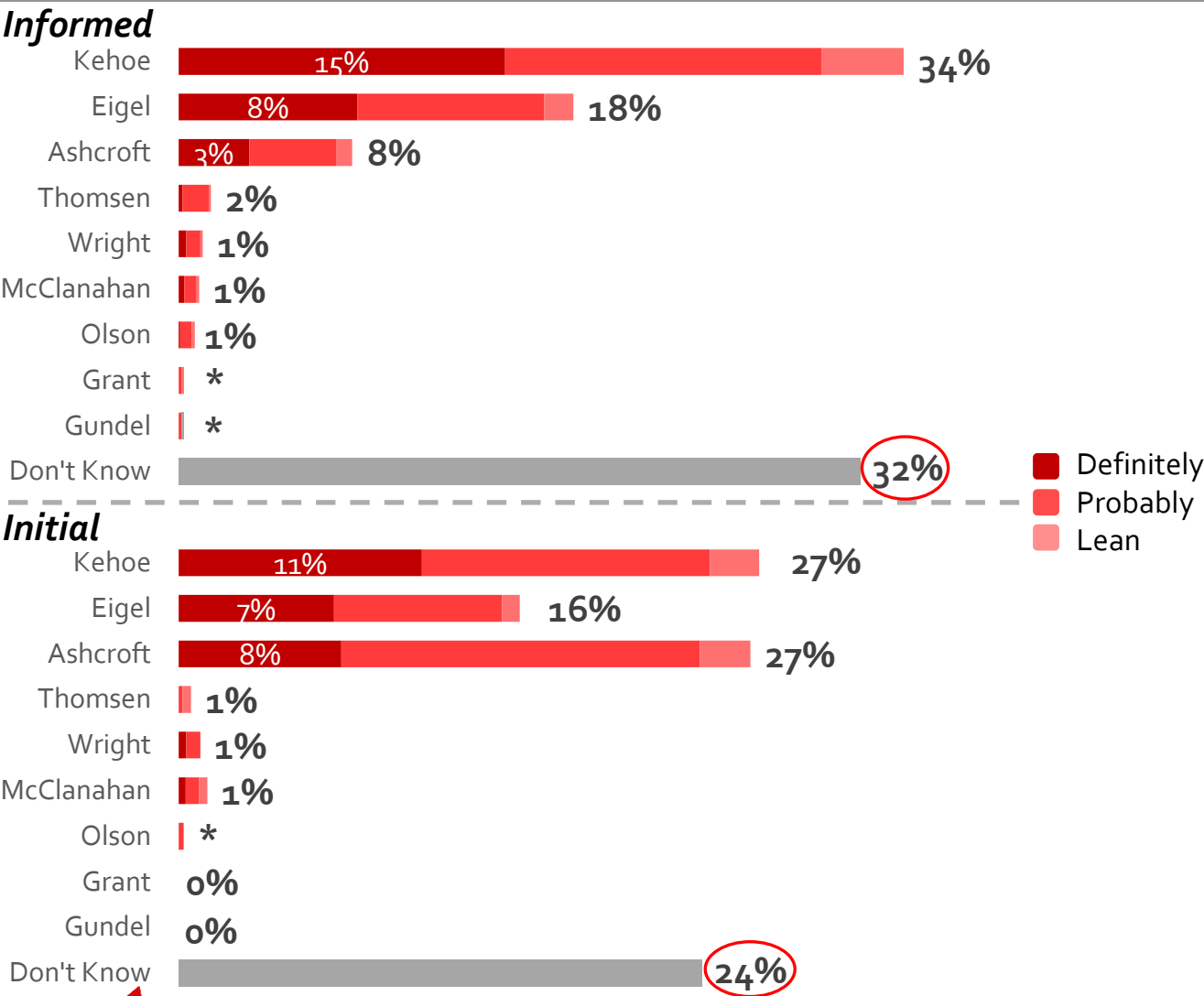
# ASHCROFT NEGATIVE MESSAGES – RANKED BY MUCH LESS LIKELY

	Total	St. Louis	Kansas City	Columbia-Jefferson City	Springfield	Balance	St. Louis City/County	St. Louis Collar
1	Championed bill that allows foreign countries to buy MO farmland 72%	Championed bill that allows foreign countries to buy MO farmland 74%	Championed bill that allows foreign countries to buy MO farmland 67%	Championed bill that allows foreign countries to buy MO farmland 64%	Championed bill that allows foreign countries to buy MO farmland 73%	Championed bill that allows foreign countries to buy MO farmland 76%	Championed bill that allows foreign countries to buy MO farmland 68%	Championed bill that allows foreign countries to buy MO farmland 78%
2	Has said he is opposed to giving benefits of any kind to veterans 65%	Has said he is opposed to giving benefits of any kind to veterans 66%	Has said he is opposed to giving benefits of any kind to veterans 65%	Has said he is opposed to giving benefits of any kind to veterans 61%	Has accepted thousands in free travel, lodging from liberal groups 63%	Has said he is opposed to giving benefits of any kind to veterans 69%	Has said he is opposed to giving benefits of any kind to veterans 59%	Has said he is opposed to giving benefits of any kind to veterans 70%
3	Has accepted thousands in free travel, lodging from liberal groups 64%	Has accepted thousands in free travel, lodging from liberal groups 63%	Has accepted thousands in free travel, lodging from liberal groups 63%	Has accepted thousands in free travel, lodging from liberal groups 61%	Has said he is opposed to giving benefits of any kind to veterans 62%	Has accepted thousands in free travel, lodging from liberal groups 68%	Has accepted thousands in free travel, lodging from liberal groups 56%	Has accepted thousands in free travel, lodging from liberal groups 67%



# INFORMED GUBERNATORIAL PRIMARY BALLOT

Ashcroft's vote share decreases significantly after voters hear the negatives against him, with more voters switching to be undecided than going to Kehoe. Those who switch from voting for Ashcroft are spread out across the electorate.



	Kehoe	Eigel	Ashcroft	Don't Know	Switch fr. Ashcroft
Total	34%	18%	8%	32%	20%
Men	36%	22%	8%	26%	19%
Women	31%	14%	8%	38%	21%
18-49	32%	21%	8%	32%	17%
50-64	34%	22%	6%	30%	19%
65 And Over	34%	13%	10%	33%	22%
Liberal/Mod.	34%	6%	7%	37%	12%
Somewhat Cons.	34%	17%	6%	34%	20%
Very Cons.	33%	22%	9%	29%	22%
Trad. GOP	38%	9%	9%	33%	17%
Trump Mvmt.	31%	25%	8%	29%	20%
Evangelical	33%	21%	9%	31%	21%
St. Louis	36%	25%	5%	29%	19%
Kansas City	23%	21%	12%	32%	23%
Columbia-Jeff. City	52%	15%	8%	16%	12%
Springfield	40%	13%	8%	30%	16%
Balance	23%	12%	9%	46%	25%
STL City/County	35%	20%	7%	31%	29%
STL Collar	37%	28%	4%	28%	14%



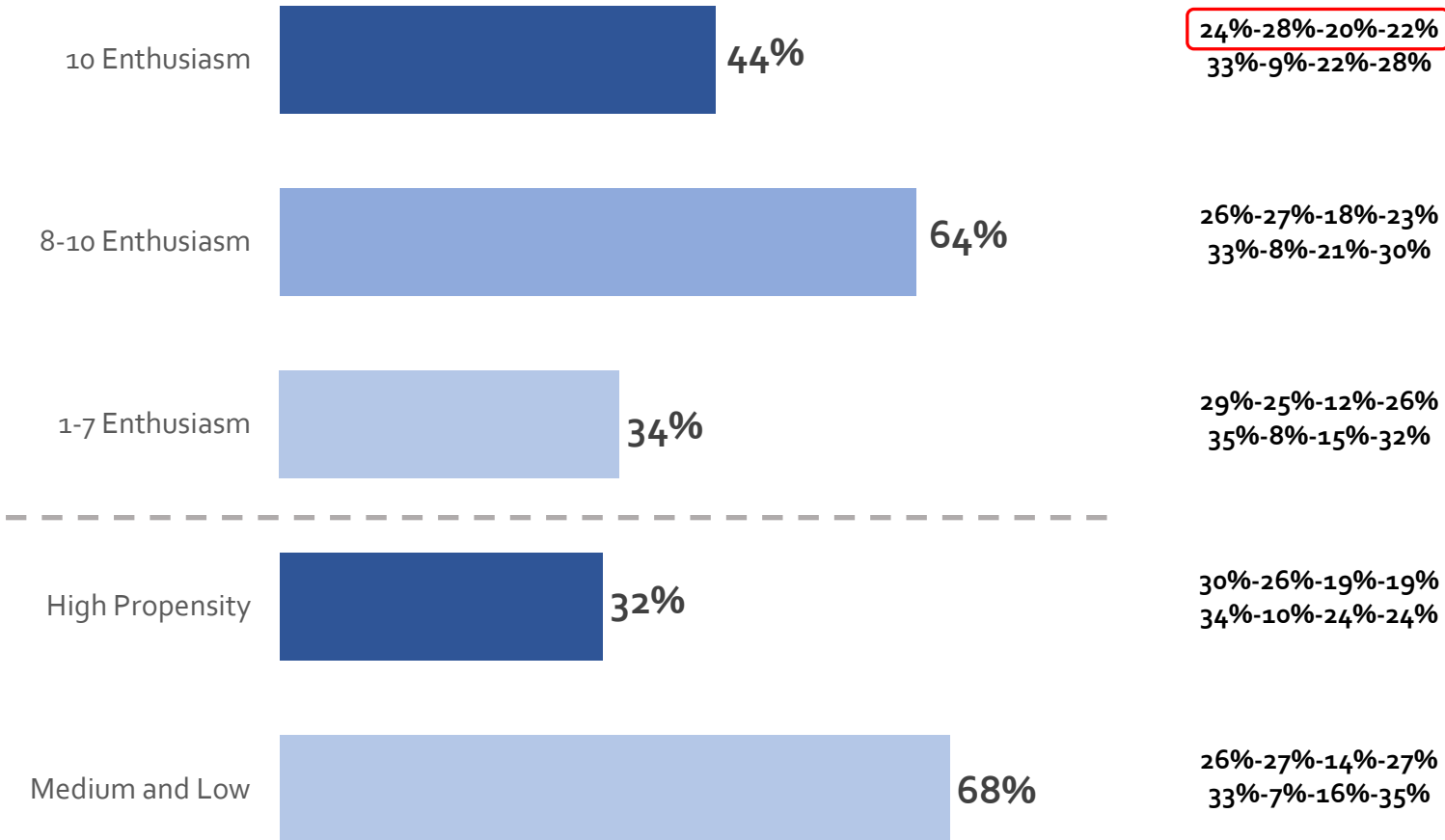
Now knowing what you do, if the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L Grant, for whom would you vote?

# *Political Environment*

# TURNOUT

Ideology and affiliation with the Trump Movement are key factors on enthusiasm to vote and, considering that Ashcroft and Eigel are both relatively stronger with these voters, the race is very competitive among those who rate their enthusiasm to vote a 10.

Initial: Kehoe (27%) – Ashcroft (27%) – Eigel (16%) – DK (24%)  
Informed: Kehoe (34%) – Ashcroft (8%) – Eigel (18%) – DK (32%)



	10 Enth.	High Prop.
Total	44%	32%
Men	45%	34%
Women	43%	31%
18-49	31%	14%
50-64	45%	33%
65 And Over	52%	45%
Liberal/Mod.	25%	20%
Somewhat Cons.	31%	25%
Very Cons.	55%	39%
Trad. GOP	34%	27%
Trump Mvmt.	53%	37%
Evangelical	48%	36%

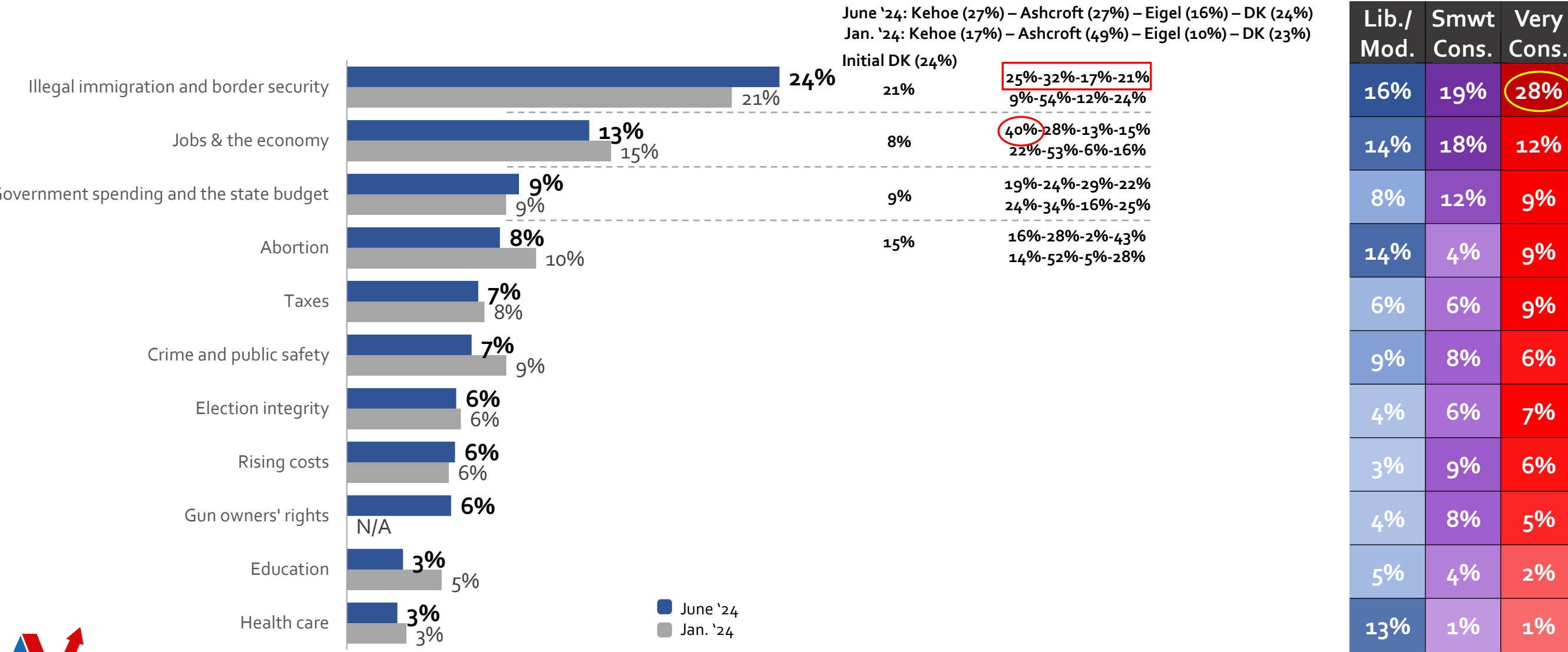
**High:** Definitely GOP Primary, 8-10 Enthusiasm, and Voted in Both 2020 and 2022 Primary Elections

**Low:** Not Definitely GOP Primary, 1-7 Enthusiasm, and Voted in 1 or Less of 2020 and 2022 Primary Elections

**Medium:** All Others

# TOP VOTE DETERMINANT

Illegal immigration and border security remains atop the issue spectrum, particularly among very conservative primary voters. Ashcroft leads with those citing border security, while Kehoe is stronger among those focused on the economy.



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

# Conclusions & Recommendations

1. This is a different race than it was earlier this year, with Ashcroft having lost ground and significant movement being seen across the electorate. Kehoe is a bit stronger with more centrist and Traditional GOP voters, while Ashcroft does a bit better with very conservative and Trump Movement voters. With that said, this race is more about geography at this point than any one key demographic group.
2. The advertising has clearly had an impact where it has been run, with Kehoe now leading in both the St. Louis and Springfield markets. However, there are different dynamics in each market:
  - In Springfield, Ashcroft's perceptual rating has worsened, Eigel is less of a factor, and there is still room to grow Kehoe's favorable rating, indicating both positive messaging behind Kehoe and negative messaging against Ashcroft can be run.
  - In St. Louis, this has essentially become a three-person race, with all three candidates within single digit margins of one another, indicating the need to stay the course with positive advertising in support of Kehoe.
3. Outside of those two markets, the race remains a function of name ID, with Kehoe leading in Columbia-Jeff. City where he is well defined, and Ashcroft leading in Kansas City and the smaller balance markets, confirming the need for some "Team Kehoe" entity to dedicate resources to those markets. Considering that Kehoe's vote share is higher among those who S/R/H something about him than those who S/R/H something about Ashcroft, the priority initially should be positive messaging in support of Kehoe when advertising starts in Kansas City and the balance markets.
4. While it has some resonance and can be part of the messaging arc against Ashcroft, his comments on veterans are less of a driver in taking vote share from him than the China farmland hit or his association with groups that support amnesty and CRT, indicating they should be the priority. Considering that at some point we are likely to see diminishing returns on the China farmland hit in Springfield, consideration should be given to when the amnesty/CRT hits can be folded in.

# *Contact Information*

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

American Viewpoint  
(703) 684-3325

ablunt@amview.com  
josh@amview.com

