



**American Dream PAC  
Statewide GOP Primary Brushfire  
June 2<sup>nd</sup> - 4<sup>th</sup>, 2024  
n=800 Likely GOP Primary Voters  
Mixed-Mode (1/3 Landline, Cells, and Text-to-Web)**

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
5%	25-29
4%	30-34
4%	35-39
7%	40-44
5%	45-49
10%	50-54
10%	55-59
14%	60-64
8%	65-69
9%	70-74
20%	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?]

78%	Definitely GOP Primary
22%	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  
 20% Highly Enthusiastic 8-9 Rating  
 25% Moderately Enthusiastic 5-7 Rating  
 9% Not Very Enthusiastic 1-4 Rating  
 1% Don't Know  
 0% Refused  
**64% 8-10 Enthusiasm**  
**34% 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

June '24	May '24	Jan' 24	May '23	
77%	72%	52%	55%	Aware
23%	28%	48%	45%	Not Aware
19%	14%	9%	9%	Very Favorable
27%	29%	20%	20%	Somewhat Favorable
6%	6%	5%	3%	Somewhat Unfavorable
4%	4%	4%	2%	Very Unfavorable
19%	18%	14%	21%	Don't Know
3%	1%	1%	1%	Refused
<b>46%</b>	<b>43%</b>	<b>29%</b>	<b>29%</b>	<b>Total Favorable</b>
<b>10%</b>	<b>10%</b>	<b>8%</b>	<b>5%</b>	<b>Total Unfavorable</b>

9. Jay Ashcroft

June '24	May '24	Jan' 24	May '23	
94%	92%	87%	91%	Aware
6%	8%	13%	9%	Not Aware
21%	20%	21%	20%	Very Favorable
37%	42%	40%	44%	Somewhat Favorable
12%	12%	10%	9%	Somewhat Unfavorable
11%	9%	6%	5%	Very Unfavorable
12%	7%	9%	12%	Don't Know
3%	2%	1%	1%	Refused
<b>58%</b>	<b>62%</b>	<b>61%</b>	<b>64%</b>	<b>Total Favorable</b>
<b>22%</b>	<b>21%</b>	<b>16%</b>	<b>14%</b>	<b>Total Unfavorable</b>

10. Bill Eigel

June '24	May '24	Jan' 24	May '23	
61%	57%	35%	41%	Aware
39%	43%	65%	59%	Not Aware
13%	11%	6%	4%	Very Favorable
15%	13%	9%	9%	Somewhat Favorable
4%	5%	3%	2%	Somewhat Unfavorable
5%	4%	3%	2%	Very Unfavorable
22%	22%	14%	23%	Don't Know
2%	1%	0%	1%	Refused
<b>29%</b>	<b>24%</b>	<b>15%</b>	<b>13%</b>	<b>Total Favorable</b>
<b>9%</b>	<b>9%</b>	<b>5%</b>	<b>4%</b>	<b>Total Unfavorable</b>

11. 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?]

June '24	May '24	Jan' 24	May '23	
11%	9%	5%	9%	Definitely Kehoe
13%	11%	11%	10%	Probably Kehoe
2%	2%	1%	2%	Lean Kehoe
8%	11%	12%	14%	Definitely Ashcroft
17%	18%	33%	32%	Probably Ashcroft
2%	4%	4%	5%	Lean Ashcroft
7%	6%	5%	2%	Definitely Eigel
8%	5%	4%	5%	Probably Eigel
1%	0%	0%	1%	Lean Eigel
0%	0%	N/A	N/A	Definitely McClanahan
1%	0%	N/A	N/A	Probably McClanahan
0%	0%	N/A	N/A	Lean McClanahan
0%	0%	N/A	N/A	Definitely Gundel
0%	0%	N/A	N/A	Probably Gundel
0%	0%	N/A	N/A	Lean Gundel
0%	0%	N/A	N/A	Definitely Olson
0%	0%	N/A	N/A	Probably Olson
0%	0%	N/A	N/A	Lean Olson
0%	0%	N/A	N/A	Definitely Wright
1%	1%	N/A	N/A	Probably Wright
0%	0%	N/A	N/A	Lean Wright
0%	0%	N/A	N/A	Definitely Thomsen
0%	1%	N/A	N/A	Probably Thomsen
0%	0%	N/A	N/A	Lean Thomsen
0%	0%	N/A	N/A	Definitely Grant
0%	0%	N/A	N/A	Probably Grant
0%	0%	N/A	N/A	Lean Grant
0%	1%	1%	0%	Other <b>[VOL][SPECIFY]</b>
1%	0%	1%	1%	Will Not Vote <b>[VOL]</b>
24%	26%	23%	19%	Don't Know
2%	1%	0%	0%	Refused
<b>27%</b>	<b>23%</b>	<b>17%</b>	<b>21%</b>	<b>Total Kehoe</b>
<b>27%</b>	<b>33%</b>	<b>49%</b>	<b>51%</b>	<b>Total Ashcroft</b>
<b>16%</b>	<b>12%</b>	<b>10%</b>	<b>7%</b>	<b>Total Eigel</b>
<b>1%</b>	<b>0%</b>	<b>N/A</b>	<b>N/A</b>	<b>Total McClanahan</b>
<b>1%</b>	<b>1%</b>	<b>N/A</b>	<b>N/A</b>	<b>Total Wright</b>
<b>1%</b>	<b>1%</b>	<b>N/A</b>	<b>N/A</b>	<b>Total Thomsen</b>
<b>0%</b>	<b>1%</b>	<b>N/A</b>	<b>N/A</b>	<b>Total Olson</b>
<b>0%</b>	<b>0%</b>	<b>N/A</b>	<b>N/A</b>	<b>Total Gundel</b>
<b>0%</b>	<b>0%</b>	<b>N/A</b>	<b>N/A</b>	<b>Total Grant</b>

12. **[DO NOT ASK IF WILL NOT VOTE, DK OR PREFER NOT TO ANSWER IN Q11]** And who would be your second choice? **[READ AND RANDOMIZE THOSE NOT CHOSEN IN Q11]**

22%	Jay Ashcroft
21%	Mike Kehoe
9%	Bill Eigel
5%	Amber Thomsen
3%	Chris Wright
1%	Robert James Olson
1%	Darrell Leon McClanahan III
1%	Jeremy Gundel
1%	Darren L. Grant
34%	Don't Know
3%	Prefer not to answer

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

June '24	Jan' 24	
24%	21%	Illegal immigration and border security
13%	15%	Jobs & the economy
9%	9%	Government spending and the state budget
8%	10%	Abortion
7%	8%	Taxes
7%	9%	Crime and public safety
6%	6%	Election integrity
6%	6%	Rising costs
6%	N/A	Gun owners' rights
3%	5%	Education
3%	3%	Health care
4%	6%	Other <b>[SPECIFY]</b>
2%	2%	Don't know
1%	0%	Refused

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

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

33%	Yes	<b>[ASK Q15]</b>
63%	No/Not Aware	<b>[GO TO Q16]</b>
3%	Don't Know	<b>[GO TO Q16]</b>
2%	Prefer not to answer	<b>[GO TO Q16]</b>

15. 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]**

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

32%	Yes	<b>[ASK Q17]</b>
63%	No/Not Aware	<b>[GO TO Q18]</b>
3%	Don't Know	<b>[GO TO Q18]</b>
2%	Prefer not to answer	<b>[GO TO Q18]</b>

17. 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]**

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

19%	Yes	<b>[ASK Q19]</b>
77%	No/Not Aware	<b>[GO TO Q20]</b>
3%	Don't Know	<b>[GO TO Q20]</b>
2%	Prefer not to answer	<b>[GO TO Q20]</b>

19. 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]**

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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)?]**

20. **(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.

1%	Much More Likely
1%	A Little More Likely
13%	A Little Less Likely
65%	Much Less Likely
14%	No Difference
3%	Don't Know
3%	Refused
<b>2%</b>	<b>Total More Likely</b>
<b>78%</b>	<b>Total Less Likely</b>

21. **(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.

2%	Much More Likely
1%	A Little More Likely
10%	A Little Less Likely
72%	Much Less Likely
10%	No Difference
3%	Don't Know
3%	Refused
<b>2%</b>	<b>Total More Likely</b>
<b>82%</b>	<b>Total Less Likely</b>



22. **(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.

2%	Much More Likely
1%	A Little More Likely
12%	A Little Less Likely
64%	Much Less Likely
15%	No Difference
4%	Don't Know
2%	Refused
<b>3%</b>	<b>Total More Likely</b>
<b>76%</b>	<b>Total Less Likely</b>

23. 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?]

15%	Definitely Kehoe	
15%	Probably Kehoe	
4%	Lean Kehoe	
3%	Definitely Ashcroft	
4%	Probably Ashcroft	
1%	Lean Ashcroft	
8%	Definitely Eigel	
9%	Probably Eigel	
1%	Lean Eigel	
0%	Definitely McClanahan	
1%	Probably McClanahan	
0%	Lean McClanahan	
0%	Definitely Gundel	
0%	Probably Gundel	
0%	Lean Gundel	
0%	Definitely Olson	
1%	Probably Olson	
0%	Lean Olson	
0%	Definitely Wright	
1%	Probably Wright	
0%	Lean Wright	
0%	Definitely Thomsen	
1%	Probably Thomsen	
0%	Lean Thomsen	
0%	Definitely Grant	
0%	Probably Grant	
0%	Lean Grant	
1%	Other	<b>[VOL][SPECIFY]</b>
1%	Will Not Vote	<b>[VOL]</b>
32%	Don't Know	
2%	Refused	
<b>34%</b>	<b>Total Kehoe</b>	
<b>18%</b>	<b>Total Eigel</b>	
<b>8%</b>	<b>Total Ashcroft</b>	
<b>2%</b>	<b>Total Thomsen</b>	
<b>1%</b>	<b>Total Wright</b>	
<b>1%</b>	<b>Total McClanahan</b>	
<b>1%</b>	<b>Total Olson</b>	
<b>0%</b>	<b>Total Grant</b>	
<b>0%</b>	<b>Total Gundel</b>	

24. 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?]

June '24	Jan' 24	May '23	
28%	34%	39%	Strongly Traditional Republican
8%	10%	10%	Not Strongly Traditional Republican
7%	6%	8%	Not Strongly Trump Movement
47%	41%	35%	Strongly Trump Movement
5%	6%	5%	Both/Neither <b>[VOL]</b>
4%	3%	2%	Don't Know
1%	0%	1%	Refused
<b>36%</b>	<b>44%</b>	<b>49%</b>	<b>Total Traditional GOP</b>
<b>54%</b>	<b>47%</b>	<b>43%</b>	<b>Total Trump Movement</b>

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

22%	Through a satellite provider like DirecTV or Dish Network
21%	Streaming from a service such as YouTube TV, Hulu with Live TV or Sling
21%	Through your cable company
8%	Over the airwaves via antenna
15%	Don't watch live television, just stream shows
6%	More than one <b>[VOL]</b>
2%	None <b>[VOL]</b>
3%	Other <b>[VOL][SPECIFY]</b>
1%	Don't know
1%	Prefer not to answer

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

26. 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)?]**

1%	Very Liberal
1%	Somewhat Liberal
13%	Moderate / Neither
27%	Somewhat Conservative
56%	Very Conservative
2%	Don't Know
1%	Refused
<b>2%</b>	<b>Total Liberal</b>
<b>13%</b>	<b>Total Moderate</b>
<b>83%</b>	<b>Total Conservative</b>

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

56%	Yes
36%	No
4%	Don't Know
4%	Refused

28. 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
6%	Yes, grandchildren
1%	Yes, both
<b>28%</b>	<b>Total Yes</b>
70%	No
2%	Refused

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

1%	Grade School or Less (1-8)
2%	Some High School
17%	High School Graduate
4%	Vocational / Technical Training
12%	Some College (Less Than 2 Years)
16%	Some College (2 Years Or More)
29%	College Graduate
19%	Post Graduate Work
0%	Don't Know
2%	Refused
<b>51%</b>	<b>Total Non-College</b>
<b>48%</b>	<b>Total College</b>

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

2%	Under \$20,000
5%	\$20,000 - \$29,999
7%	\$30,000 - \$39,999
7%	\$40,000 - \$49,999
13%	\$50,000 - \$74,999
13%	\$75,000 - \$99,999
13%	\$100,000 - \$124,999
6%	\$125,000 - \$149,999
17%	\$150,000 and Over
2%	Don't Know
14%	Refused

31. SEX OF RESPONDENT

52%	Male
48%	Female

32. DMA

30%	St. Louis
21%	Kansas City
9%	Columbia-Jefferson City
22%	Springfield
18%	Balance

33. St. Louis DMA Breaks

10%	St Louis City/County
20%	St Louis Collar

34. Metro Type

13%	Urban
30%	Suburban
13%	Town
44%	Rural
0%	Unknown

35. DataTrust Modeled Party

59%	Strong GOP
27%	Weak GOP
14%	Swing

36. DataTrust Modeled Race

5%	Black
0%	Asian
93%	White
1%	Hispanic
1%	Other

37. DataTrust Modeled Education

46%	Non-College
44%	College
9%	Unknown

38. NRCC Modeled Education

66%	Non-College
34%	College
0%	Unknown

39. 2018 Primary Election Vote History

67%	Voted
33%	Did Not Vote

40. 2020 Primary Election Vote History

68%	Voted
32%	Did Not Vote

41. 2022 Primary Election Vote History

71%	Voted
29%	Did Not Vote

42. Sample Type

35%	Cell
30%	Landline
35%	SMS