

S1. First, how likely are you to vote in the Republican Primary election for Governor in 2024, very likely, fairly likely, not very likely or not likely at all?

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kan-sas City	Spr-ing-field	else-where	1	2	3	4	5	6	7	8	male	fem.	male 18-64	male 65+	fem. 18-64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/Lib.	Cons 18-64	Cons 65+	Mod/Lib. 18-64	Mod/Lib. 65+	very lik-ely	frly lik-ely
Very likely	368 92%	138 93%	77 89%	67 95%	85 91%	14 84%	54 95%	73 93%	51 85%	28 86%	49 95%	51 95%	48 93%	183 92%	185 92%	96 96%	87 87%	70 92%	115 93%	217 97%	88 91%	305 95%	45 76%	140 97%	165 93%	21 78%	24 74%	368 100%	-
Fairly likely	32 8%	10 7%	10 11%	4 5%	9 9%	3 16%	3 5%	5 7%	9 15%	4 14%	2 5%	2 5%	3 7%	17 8%	15 8%	4 4%	13 13%	6 8%	9 7%	7 3%	9 9%	16 5%	15 24%	4 3%	12 7%	6 22%	9 26%	-	32 100%
TOTAL	400 100%	148 100%	87 100%	71 100%	94 100%	17 100%	56 100%	78 100%	59 100%	32 100%	52 100%	54 100%	51 100%	200 100%	200 100%	100 100%	100 100%	76 100%	124 100%	224 100%	97 100%	321 100%	60 100%	144 100%	177 100%	27 100%	33 100%	368 100%	32 100%

MISSOURI GOP VOTERS - SEPTEMBER 2023

S1. First, how likely are you to vote in the Republican Primary election for Governor in 2024, very likely, fairly likely, not very likely or not likely at all?

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL				3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS	
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
Very likely	368 92%	69 96%	15 100%	285 91%	226 93%	53 92%	89 90%	88 94%	27 95%	253 91%	144 95%	46 94%	48 100%	156 93%	39 96%	125 87%	200 96%	48 83%	40 88%	80 90%	157 95%	70 96%
Fairly likely	32 8%	3 4%	-	29 9%	18 7%	5 8%	9 10%	6 6%	1 5%	25 9%	8 5%	3 6%	-	12 7%	1 4%	19 13%	8 4%	10 17%	5 12%	9 10%	8 5%	3 4%
TOTAL	400 100%	71 100%	15 100%	314 100%	244 100%	58 100%	98 100%	94 100%	28 100%	278 100%	152 100%	48 100%	48 100%	168 100%	40 100%	144 100%	207 100%	58 100%	45 100%	89 100%	165 100%	73 100%

## 2. Awareness and perceptions of Bill Eigel

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kan-sas City	Spr-ing-field	else-where	1	2	3	4	5	6	7	8	male	fem.	male 18-64	male 65+	fem. 18-64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/ Lib.	Cons 18-64	Cons 65+	Mod/ Lib. 18-64	Mod/ Lib. 65+	very lik-ely	frly lik-ely
Very favorable	37 9%	22 15%	3 4%	6 8%	5 6%	2 11%	3 5%	19 25%	4 7%	1 4%	2 3%	2 4%	4 8%	25 12%	12 6%	13 13%	11 11%	3 5%	9 7%	20 9%	13 14%	34 11%	3 5%	16 11%	18 10%	1 2%	3 8%	36 10%	1 4%
Somewhat favorable	34 9%	24 16%	5 6%	2 2%	4 4%	2 14%	8 14%	13 17%	3 5%	1 4%	3 6%	0 1%	3 7%	23 11%	11 6%	17 17%	6 6%	5 6%	7 5%	19 8%	9 10%	28 9%	5 8%	19 13%	9 5%	3 11%	2 6%	33 9%	1 4%
Total favorable	71 18%	46 31%	9 10%	8 11%	9 10%	4 25%	11 19%	32 41%	7 12%	3 8%	5 9%	3 5%	7 14%	48 24%	24 12%	30 30%	17 17%	8 11%	15 13%	39 18%	23 23%	62 19%	8 13%	35 24%	27 15%	4 13%	5 14%	69 19%	3 9%
Total unfavorable	15 4%	7 5%	2 2%	3 4%	3 3%	3 20%	2 3%	2 3%	2 4%	1 3%	-	2 3%	3 6%	5 3%	9 5%	3 3%	3 3%	4 6%	5 4%	8 4%	2 2%	10 3%	5 8%	4 3%	6 3%	3 11%	2 6%	15 4%	-
Somewhat unfavorable	7 2%	3 2%	-	2 2%	3 3%	2 12%	0 1%	0 1%	-	-	-	2 3%	3 5%	1 1%	6 3%	1 1%	-	2 2%	4 4%	6 3%	-	6 2%	1 2%	1 1%	4 3%	1 5%	-	7 2%	-
Very unfavorable	8 2%	4 3%	2 2%	1 2%	0 1%	1 8%	1 2%	2 2%	2 4%	1 3%	-	-	0 1%	4 2%	3 2%	2 2%	3 3%	3 4%	0 *	2 1%	2 2%	4 1%	4 6%	3 2%	1 1%	2 6%	2 6%	8 2%	-
No opinion	96 24%	32 22%	21 24%	20 28%	23 24%	3 17%	16 29%	13 17%	18 31%	9 29%	9 17%	16 30%	11 22%	49 25%	47 23%	22 22%	27 27%	14 18%	33 27%	55 25%	21 21%	76 24%	13 22%	29 20%	46 26%	5 18%	8 25%	91 25%	5 15%
Total aware	182 46%	85 57%	32 36%	31 43%	35 37%	10 61%	29 51%	47 61%	28 46%	13 40%	14 27%	20 38%	21 42%	102 51%	80 40%	56 56%	47 47%	27 35%	53 43%	102 46%	45 47%	147 46%	26 44%	69 48%	79 44%	12 42%	15 45%	175 47%	8 24%
Never heard of	218 54%	63 43%	55 64%	40 57%	59 63%	7 39%	28 49%	30 39%	32 54%	19 60%	38 73%	34 62%	30 58%	98 49%	120 60%	44 44%	54 53%	49 65%	71 57%	121 54%	52 53%	173 54%	34 56%	75 52%	98 56%	16 58%	18 55%	193 53%	24 76%
Total no opinion/never heard of	314 78%	95 64%	77 88%	60 85%	82 87%	9 55%	44 78%	43 56%	50 85%	29 89%	47 91%	50 92%	41 80%	147 74%	167 83%	67 67%	80 80%	63 83%	103 84%	176 79%	72 75%	249 78%	47 78%	105 73%	144 82%	21 76%	26 80%	285 77%	29 91%
Net favorable	57 14%	39 26%	7 8%	5 6%	6 6%	1 5%	9 16%	30 39%	5 8%	2 5%	5 9%	1 2%	4 8%	42 21%	14 7%	28 28%	14 14%	4 5%	11 9%	31 14%	21 21%	52 16%	3 5%	31 22%	21 12%	1 2%	3 8%	54 15%	3 9%
TOTAL	400 100%	148 100%	87 100%	71 100%	94 100%	17 100%	56 100%	78 100%	59 100%	32 100%	52 100%	54 100%	51 100%	200 100%	200 100%	100 100%	100 100%	76 100%	124 100%	224 100%	97 100%	321 100%	60 100%	144 100%	177 100%	27 100%	33 100%	368 100%	32 100%

## 2. Awareness and perceptions of Bill Eigel

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL				3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS	
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
Very favorable	37 9%	37 52%	-	-	23 9%	7 12%	7 7%	16 17%	3 12%	18 6%	25 16%	19 39%	29 61%	2 1%	2 6%	3 2%	28 13%	3 5%	2 4%	4 5%	1 *	-
Somewhat favorable	34 9%	34 48%	-	-	30 12%	3 6%	1 1%	15 16%	4 16%	15 5%	29 19%	20 40%	9 18%	17 10%	3 7%	6 4%	19 9%	9 15%	4 8%	3 4%	10 6%	6 8%
Total favorable	71 18%	71 100%	-	-	53 22%	10 18%	8 9%	31 33%	8 28%	33 12%	54 36%	39 80%	38 79%	19 11%	5 12%	9 7%	47 23%	12 20%	5 12%	8 9%	11 7%	6 8%
Total unfavorable	15 4%	-	15 100%	-	7 3%	7 12%	1 1%	7 8%	4 14%	4 1%	14 9%	10 20%	1 2%	5 3%	6 15%	3 2%	3 1%	2 4%	5 12%	4 4%	3 2%	2 3%
Somewhat unfavorable	7 2%	-	7 48%	-	6 2%	1 1%	1 1%	5 5%	-	2 1%	7 5%	4 8%	-	4 2%	3 7%	-	2 1%	1 3%	2 5%	1 1%	2 1%	1 2%
Very unfavorable	8 2%	-	8 52%	-	1 *	6 11%	1 1%	2 3%	4 14%	1 *	7 5%	6 12%	1 2%	1 1%	3 8%	3 2%	1 *	1 2%	3 7%	3 3%	1 1%	1 1%
No opinion	96 24%	-	-	96 31%	56 23%	11 19%	29 30%	15 16%	3 10%	78 28%	84 55%	-	4 8%	35 21%	9 23%	48 33%	54 26%	13 23%	10 21%	19 22%	52 32%	18 25%
Total aware	182 46%	71 100%	15 100%	96 31%	115 47%	28 49%	39 40%	53 57%	14 51%	114 41%	152 100%	48 100%	43 89%	59 35%	20 50%	60 42%	104 50%	27 47%	20 45%	31 35%	66 40%	26 35%
Never heard of	218 54%	-	-	218 69%	129 53%	30 51%	59 60%	41 43%	14 49%	163 59%	-	-	5 11%	109 65%	20 50%	84 58%	104 50%	30 53%	25 55%	59 65%	99 60%	47 65%
Total no opinion/never heard of	314 78%	-	-	314 100%	185 76%	41 70%	89 90%	56 60%	17 59%	241 87%	84 55%	-	9 19%	144 86%	29 73%	132 92%	158 76%	44 76%	34 76%	78 87%	151 92%	65 89%
Net favorable	57 14%	71 100%	-15 *	-	46 19%	3 6%	7 7%	24 25%	4 14%	29 10%	40 26%	29 60%	37 77%	14 8%	-1 -3%	7 5%	44 21%	9 16%	-0 -0%	4 4%	8 5%	3 5%
TOTAL	400 100%	71 100%	15 100%	314 100%	244 100%	58 100%	98 100%	94 100%	28 100%	278 100%	152 100%	48 100%	48 100%	168 100%	40 100%	144 100%	207 100%	58 100%	45 100%	89 100%	165 100%	73 100%

## 3. Awareness and perceptions of Jay Ashcroft

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kan-sas City	Spr-ing-field	else-where	1	2	3	4	5	6	7	8	male	fem.	male 18-64	male 65+	fem. 18-64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/ Lib.	Cons 18-64	Cons 65+	Mod/ Lib. 18-64	Mod/ Lib. 65+	very lik-ely	frly lik-ely
Very favorable	94 24%	30 20%	16 19%	18 26%	29 31%	3 20%	12 21%	20 26%	9 15%	5 16%	16 31%	15 28%	13 26%	41 20%	53 27%	22 22%	19 19%	18 23%	36 29%	69 31%	19 20%	88 27%	6 11%	36 25%	52 29%	3 11%	3 10%	88 24%	6 20%
Somewhat favorable	150 37%	56 38%	24 27%	31 43%	40 42%	4 27%	21 38%	32 42%	30 51%	7 22%	16 30%	20 37%	18 36%	83 41%	67 34%	41 41%	41 41%	28 36%	40 32%	88 39%	36 37%	124 39%	19 32%	58 40%	66 37%	10 36%	9 29%	138 38%	12 36%
Total favorable	244 61%	86 58%	40 46%	49 69%	69 73%	8 46%	33 59%	52 67%	39 66%	12 38%	32 61%	35 66%	32 62%	123 62%	121 60%	63 63%	61 61%	45 60%	75 61%	157 70%	55 57%	212 66%	25 42%	94 66%	118 67%	13 47%	13 39%	226 61%	18 56%
Total unfavorable	58 14%	19 13%	22 25%	8 11%	9 10%	3 16%	7 13%	7 9%	12 20%	9 28%	5 9%	8 15%	7 13%	34 17%	24 12%	19 19%	15 15%	8 11%	16 13%	22 10%	14 15%	36 11%	19 32%	19 13%	17 10%	8 31%	11 34%	53 14%	5 15%
Somewhat unfavorable	29 7%	10 7%	10 11%	4 5%	6 6%	- 16%	4 7%	3 4%	5 9%	3 9%	3 5%	6 10%	6 11%	19 9%	10 5%	12 12%	7 7%	3 4%	7 6%	9 4%	11 11%	20 6%	8 13%	12 9%	7 4%	3 12%	4 14%	27 7%	2 7%
Very unfavorable	28 7%	9 6%	12 14%	4 6%	4 4%	3 16%	3 6%	4 5%	6 11%	6 19%	2 4%	3 5%	1 2%	15 7%	13 7%	6 6%	8 8%	5 7%	8 7%	13 6%	4 4%	16 5%	12 20%	6 4%	10 6%	5 19%	7 20%	26 7%	2 8%
No opinion	69 17%	34 23%	12 14%	8 12%	14 15%	4 22%	16 28%	14 19%	5 8%	4 13%	11 22%	7 12%	8 15%	30 15%	38 19%	15 15%	15 15%	17 23%	21 17%	33 15%	16 17%	49 15%	10 16%	24 17%	25 14%	6 20%	4 12%	64 17%	5 15%
Total aware	370 93%	138 93%	74 85%	65 92%	93 98%	14 84%	56 100%	74 95%	56 94%	25 78%	48 93%	50 93%	46 90%	187 94%	183 92%	97 97%	91 90%	71 93%	112 90%	212 95%	86 88%	297 93%	54 91%	137 95%	160 91%	27 98%	28 85%	343 93%	27 86%
Never heard of	30 7%	10 7%	13 15%	6 8%	1 2%	3 16%	- 6%	4 5%	4 6%	7 22%	4 7%	4 7%	5 10%	13 6%	17 8%	3 3%	10 10%	5 7%	12 10%	12 5%	11 12%	24 7%	6 9%	7 5%	17 9%	1 2%	5 15%	25 7%	5 14%
Total no opinion/never heard of	98 25%	43 29%	25 29%	14 20%	16 17%	6 38%	16 28%	18 23%	8 14%	11 34%	15 30%	10 19%	13 25%	43 21%	55 28%	18 18%	25 24%	22 29%	33 27%	45 20%	27 28%	73 23%	15 25%	31 21%	42 24%	6 23%	9 27%	89 24%	9 29%
Net favorable	186 47%	67 46%	18 21%	41 58%	60 63%	5 31%	26 46%	45 58%	27 46%	3 9%	27 52%	27 51%	25 48%	89 45%	97 48%	44 44%	46 46%	37 49%	60 48%	135 60%	41 42%	176 55%	6 10%	76 52%	100 57%	5 16%	2 5%	173 47%	13 41%
TOTAL	400 100%	148 100%	87 100%	71 100%	94 100%	17 100%	56 100%	78 100%	59 100%	32 100%	52 100%	54 100%	51 100%	200 100%	200 100%	100 100%	100 100%	76 100%	124 100%	224 100%	97 100%	321 100%	60 100%	144 100%	177 100%	27 100%	33 100%	368 100%	32 100%

3. Awareness and perceptions of Jay Ashcroft

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL				3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS	
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
Very favorable	94 24%	24 34%	3 19%	67 21%	94 39%	-	-	39 41%	5 18%	50 18%	38 25%	22 45%	6 13%	66 39%	5 13%	17 12%	32 15%	26 45%	8 18%	28 31%	27 17%	18 25%
Somewhat favorable	150 37%	28 40%	4 26%	118 38%	150 61%	-	-	39 42%	7 24%	104 37%	59 39%	15 31%	18 38%	76 45%	16 41%	39 27%	87 42%	15 26%	19 42%	29 32%	69 42%	39 53%
Total favorable	244 61%	53 74%	7 44%	185 59%	244 100%	-	-	78 83%	12 42%	154 56%	97 64%	37 76%	25 52%	142 85%	21 54%	56 39%	119 57%	41 71%	27 61%	57 63%	96 58%	57 78%
Total unfavorable	58 14%	10 14%	7 47%	41 13%	-	58 100%	-	12 13%	13 47%	32 12%	23 15%	12 24%	12 25%	7 4%	11 27%	28 19%	33 16%	5 8%	8 17%	12 14%	22 13%	5 6%
Somewhat unfavorable	29 7%	4 6%	1 8%	24 8%	-	29 51%	-	6 7%	4 16%	19 7%	13 9%	3 6%	4 8%	5 3%	5 14%	15 11%	18 9%	1 2%	4 8%	7 8%	14 8%	4 5%
Very unfavorable	28 7%	6 8%	6 38%	17 5%	-	28 49%	-	6 6%	9 31%	13 5%	10 7%	9 18%	8 17%	2 1%	5 13%	13 9%	15 7%	4 6%	4 9%	5 6%	8 5%	1 1%
No opinion	69 17%	5 7%	1 9%	62 20%	-	-	69 70%	3 4%	2 6%	63 23%	32 21%	-	8 16%	13 8%	7 16%	41 29%	41 20%	8 14%	6 14%	13 15%	35 22%	9 13%
Total aware	370 93%	68 95%	15 100%	288 92%	244 100%	58 100%	69 70%	93 99%	27 95%	250 90%	152 100%	48 100%	45 93%	162 96%	39 97%	125 87%	193 93%	54 93%	41 92%	83 92%	153 93%	71 97%
Never heard of	30 7%	3 5%	-	26 8%	-	-	30 30%	1 1%	1 5%	28 10%	-	-	3 7%	6 4%	1 3%	19 13%	15 7%	4 7%	4 8%	7 8%	11 7%	2 3%
Total no opinion/never heard of	98 25%	8 12%	1 9%	89 28%	-	-	98 100%	4 4%	3 11%	91 33%	32 21%	-	11 23%	19 11%	8 19%	60 42%	56 27%	12 21%	10 22%	20 23%	47 28%	12 16%
Net favorable	186 47%	42 60%	-0 -2%	144 46%	244 100%	-58 *	-	65 70%	-1 -5%	122 44%	74 49%	25 52%	13 26%	135 80%	11 27%	28 19%	86 41%	37 63%	20 43%	44 50%	74 45%	52 71%
TOTAL	400 100%	71 100%	15 100%	314 100%	244 100%	58 100%	98 100%	94 100%	28 100%	278 100%	152 100%	48 100%	48 100%	168 100%	40 100%	144 100%	207 100%	58 100%	45 100%	89 100%	165 100%	73 100%

## 4. Awareness and perceptions of Mike Kehoe

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kan-sas City	Spr-ing-field	else-where	1	2	3	4	5	6	7	8	male	fem.	male 18-64	male 65+	fem. 18-64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/ Lib.	Cons 18-64	Cons 65+	Mod/ Lib. 18-64	Mod/ Lib. 65+	very lik-ely	frly lik-ely
Very favorable	30 8%	8 5%	3 3%	5 7%	14 15%	2 11%	4 6%	12 15%	3 4%	1 4%	1 2%	3 5%	5 9%	15 7%	15 8%	8 8%	7 7%	3 4%	12 10%	16 7%	9 9%	25 8%	5 8%	10 7%	15 9%	1 5%	3 10%	29 8%	1 4%
Somewhat favorable	64 16%	28 19%	4 5%	12 17%	20 21%	1 8%	11 19%	16 20%	11 19%	3 1%	11 21%	3 6%	9 17%	39 20%	25 12%	23 23%	16 16%	13 18%	12 9%	40 18%	13 14%	53 17%	8 13%	33 23%	20 11%	4 13%	4 13%	60 16%	4 14%
Total favorable	94 24%	36 24%	7 8%	17 24%	34 37%	3 20%	14 26%	28 36%	14 24%	2 7%	12 24%	6 12%	14 26%	54 27%	40 20%	31 32%	22 22%	17 22%	24 19%	56 25%	22 23%	79 25%	13 21%	43 30%	36 20%	5 18%	8 23%	88 24%	6 18%
Total unfavorable	28 7%	8 6%	7 8%	5 7%	8 9%	1 4%	3 5%	9 12%	7 13%	4 12%	1 2%	1 2%	2 4%	13 7%	15 7%	11 11%	3 3%	9 11%	6 5%	11 5%	10 10%	20 6%	8 13%	15 10%	5 3%	4 15%	4 11%	27 7%	1 5%
Somewhat unfavorable	20 5%	7 5%	3 4%	2 3%	8 9%	-	2 3%	9 12%	4 7%	2 7%	1 1%	1 2%	1 1%	12 6%	9 4%	10 10%	2 2%	5 6%	4 3%	6 3%	9 9%	15 5%	5 8%	11 8%	4 2%	3 12%	2 5%	19 5%	1 5%
Very unfavorable	8 2%	2 1%	4 4%	3 4%	-	1 4%	1 2%	-	3 5%	2 5%	1 1%	-	1 2%	2 1%	6 3%	1 1%	1 1%	4 5%	2 2%	4 2%	1 1%	5 2%	3 5%	4 3%	1 1%	1 3%	2 6%	8 2%	-
No opinion	103 26%	45 30%	23 26%	16 23%	20 21%	6 35%	18 31%	17 22%	14 24%	10 30%	10 20%	18 34%	10 19%	48 24%	55 27%	24 24%	24 24%	14 18%	41 33%	66 29%	17 18%	83 26%	14 23%	31 22%	52 29%	4 15%	9 29%	98 27%	5 17%
Total aware	225 56%	89 60%	36 42%	38 54%	62 66%	10 59%	35 62%	54 70%	36 60%	16 49%	24 46%	26 48%	25 49%	115 58%	110 55%	66 66%	49 49%	39 51%	71 58%	133 59%	49 51%	182 57%	34 57%	89 62%	93 53%	14 49%	21 63%	213 58%	13 40%
Never heard of	175 44%	59 40%	51 58%	33 46%	32 34%	7 41%	22 38%	24 30%	24 40%	16 51%	28 54%	28 52%	26 51%	85 42%	90 45%	34 34%	51 51%	37 49%	53 42%	91 41%	47 49%	139 43%	26 43%	55 38%	84 47%	14 51%	12 37%	155 42%	19 60%
Total no opinion/never heard of	278 69%	104 70%	73 84%	49 69%	51 55%	13 76%	39 69%	41 52%	38 64%	26 81%	38 74%	47 87%	36 70%	133 66%	145 72%	58 58%	75 75%	51 67%	94 76%	157 70%	65 67%	222 69%	39 66%	86 60%	136 77%	18 66%	21 65%	253 69%	25 77%
Net favorable	66 16%	27 19%	0 0%	12 17%	26 28%	3 15%	12 21%	18 23%	7 11%	-1 -5%	11 21%	5 10%	12 23%	40 20%	25 13%	21 21%	20 20%	8 11%	17 14%	46 20%	13 13%	58 18%	5 8%	28 19%	30 17%	1 3%	4 12%	61 17%	4 14%
TOTAL	400 100%	148 100%	87 100%	71 100%	94 100%	17 100%	56 100%	78 100%	59 100%	32 100%	52 100%	54 100%	51 100%	200 100%	200 100%	100 100%	100 100%	76 100%	124 100%	224 100%	97 100%	321 100%	60 100%	144 100%	177 100%	27 100%	33 100%	368 100%	32 100%

## 4. Awareness and perceptions of Mike Kehoe

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL				3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS	
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
Very favorable	30 8%	9 13%	5 35%	16 5%	24 10%	4 8%	2 2%	30 32%	-	-	18 12%	14 29%	2 5%	9 6%	16 41%	2 1%	9 4%	4 6%	12 27%	5 6%	9 5%	5 6%
Somewhat favorable	64 16%	22 30%	2 13%	40 13%	54 22%	8 14%	2 2%	64 68%	-	-	35 23%	23 47%	10 21%	23 14%	13 32%	18 12%	34 16%	12 21%	5 11%	13 14%	24 14%	9 12%
Total favorable	94 24%	31 43%	7 49%	56 18%	78 32%	12 21%	4 4%	94 100%	-	-	53 35%	37 76%	12 26%	33 19%	29 73%	20 14%	43 21%	16 28%	17 38%	18 20%	32 20%	13 18%
Total unfavorable	28 7%	8 11%	4 26%	17 5%	12 5%	13 23%	3 3%	-	28 100%	-	14 10%	12 24%	7 14%	14 8%	1 3%	7 5%	13 7%	5 9%	0 1%	9 11%	8 5%	7 9%
Somewhat unfavorable	20 5%	7 10%	1 9%	12 4%	10 4%	8 14%	2 2%	-	20 72%	-	10 6%	8 17%	6 12%	10 6%	1 3%	3 2%	10 5%	3 5%	0 1%	6 7%	5 3%	5 6%
Very unfavorable	8 2%	1 1%	3 17%	5 1%	2 1%	5 9%	1 1%	-	8 28%	-	5 3%	3 7%	1 2%	4 2%	-	3 2%	3 1%	2 3%	-	3 4%	3 2%	2 3%
No opinion	103 26%	17 23%	3 20%	84 27%	56 23%	9 16%	37 38%	-	-	103 37%	85 56%	-	13 27%	36 21%	4 10%	50 35%	61 29%	13 22%	12 26%	18 20%	50 30%	14 19%
Total aware	225 56%	55 77%	14 95%	156 50%	146 60%	35 60%	45 45%	94 100%	28 100%	103 37%	152 100%	48 100%	32 67%	82 49%	34 86%	77 53%	117 56%	33 58%	30 66%	45 51%	90 55%	34 46%
Never heard of	175 44%	16 23%	1 5%	158 50%	98 40%	23 40%	54 55%	-	-	175 63%	-	-	16 33%	86 51%	6 14%	67 47%	90 44%	24 42%	16 34%	44 49%	74 45%	39 54%
Total no opinion/never heard of	278 69%	33 46%	4 25%	241 77%	154 63%	32 56%	91 93%	-	-	278 100%	85 56%	-	29 60%	122 72%	10 24%	117 82%	151 73%	37 64%	28 61%	62 69%	124 76%	53 73%
Net favorable	66 16%	23 32%	3 22%	39 13%	66 27%	-1 -2%	1 1%	94 100%	-28 *	-	38 25%	25 51%	6 12%	19 11%	28 70%	13 9%	29 14%	11 19%	17 37%	8 9%	25 15%	7 9%
TOTAL	400 100%	71 100%	15 100%	314 100%	244 100%	58 100%	98 100%	94 100%	28 100%	278 100%	152 100%	48 100%	48 100%	168 100%	40 100%	144 100%	207 100%	58 100%	45 100%	89 100%	165 100%	73 100%



5. Looking ahead, if the 2024 Republican Primary election for Governor was held today, for whom would you vote?

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kan-sas City	Spr-ing-field	else-where	1	2	3	4	5	6	7	8	male	fem.	male 18-64	male 65+	fem. 18-64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/Lib.	Cons 18-64	Cons 65+	Mod/Lib. 18-64	Mod/Lib. 65+	very lik-ely	frly lik-ely
Bill Eigel	48 12%	32 21%	8 9%	4 6%	4 4%	2 11%	10 17%	21 27%	4 7%	4 13%	2 3%	2 4%	3 6%	31 15%	17 9%	20 20%	11 11%	6 8%	11 9%	25 11%	14 14%	38 12%	5 9%	21 15%	17 10%	3 10%	3 8%	48 13%	-
Jay Ashcroft	168 42%	56 38%	37 42%	32 45%	43 46%	4 24%	25 45%	27 35%	24 40%	10 30%	26 50%	24 44%	28 55%	83 42%	85 42%	43 43%	40 40%	35 45%	50 40%	106 47%	42 44%	148 46%	15 25%	69 48%	79 45%	8 29%	7 22%	156 42%	12 37%
Mike Kehoe	40 10%	14 10%	4 5%	8 12%	13 14%	2 15%	4 7%	11 14%	5 9%	1 4%	3 6%	5 9%	8 15%	19 9%	21 11%	13 13%	6 6%	9 12%	13 10%	18 8%	13 14%	31 10%	8 13%	17 12%	14 8%	4 14%	4 12%	39 10%	1 4%
Total don't know/none	144 36%	47 31%	38 44%	26 36%	34 36%	8 50%	17 31%	19 24%	26 44%	17 54%	21 41%	23 42%	12 23%	67 34%	77 38%	24 24%	43 43%	26 35%	50 41%	76 34%	28 28%	103 32%	32 53%	37 26%	66 38%	13 47%	19 58%	125 34%	19 58%
None	20 5%	6 4%	9 10%	1 2%	4 4%	2 12%	2 4%	5 6%	2 4%	5 15%	2 4%	2 4%	1 1%	12 6%	8 4%	3 3%	9 9%	4 6%	4 3%	10 4%	-	10 3%	9 15%	4 3%	5 3%	3 10%	6 19%	16 4%	4 13%
Don't know	124 31%	40 27%	29 33%	25 35%	30 31%	6 38%	15 27%	14 18%	24 40%	13 39%	19 37%	21 39%	11 22%	55 28%	69 34%	21 21%	34 34%	22 29%	46 37%	66 29%	28 28%	93 29%	23 38%	32 22%	61 35%	10 37%	13 39%	109 30%	15 46%
TOTAL	400 100%	148 100%	87 100%	71 100%	94 100%	17 100%	56 100%	78 100%	59 100%	32 100%	52 100%	54 100%	51 100%	200 100%	200 100%	100 100%	100 100%	76 100%	124 100%	224 100%	97 100%	321 100%	60 100%	144 100%	177 100%	27 100%	33 100%	368 100%	32 100%

5. Looking ahead, if the 2024 Republican Primary election for Governor was held today, for whom would you vote?

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL				3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS	
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
Bill Eigel	48 12%	38 53%	1 6%	9 3%	25 10%	12 21%	11 11%	12 13%	7 24%	29 10%	30 20%	18 37%	48 100%	-	-	-	43 21%	5 9%	-	-	-	-
Jay Ashcroft	168 42%	19 27%	5 34%	144 46%	142 58%	7 12%	19 20%	33 35%	14 49%	122 44%	48 32%	14 28%	-	168 100%	-	-	73 35%	41 70%	15 33%	39 44%	73 44%	73 100%
Mike Kehoe	40 10%	5 7%	6 41%	29 9%	21 9%	11 19%	8 8%	29 31%	1 4%	10 4%	19 12%	9 18%	-	-	40 100%	-	18 9%	2 3%	18 40%	3 3%	18 11%	-
Total don't know/none	144 36%	9 13%	3 18%	132 42%	56 23%	28 48%	60 61%	20 21%	7 24%	117 42%	55 36%	8 16%	-	-	-	144 100%	74 36%	10 18%	12 27%	48 53%	74 45%	-
None	20 5%	1 2%	3 18%	16 5%	3 1%	12 21%	5 5%	-	3 10%	18 6%	5 3%	2 4%	-	-	-	20 14%	9 4%	1 1%	2 5%	9 10%	9 5%	-
Don't know	124 31%	8 11%	-	116 37%	53 22%	16 27%	55 56%	20 21%	4 14%	100 36%	50 33%	6 12%	-	-	-	124 86%	65 31%	9 16%	10 22%	39 43%	65 40%	-
TOTAL	400 100%	71 100%	15 100%	314 100%	244 100%	58 100%	98 100%	94 100%	28 100%	278 100%	152 100%	48 100%	48 100%	168 100%	40 100%	144 100%	207 100%	58 100%	45 100%	89 100%	165 100%	73 100%

## 6. Ashcroft vs. Kehoe vs. Eigel (descriptions)

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kan-sas City	Spr-ing-field	else-where	1	2	3	4	5	6	7	8	male	fem.	male 18-64	male 65+	fem. 18-64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/Lib.	Cons 18-64	Cons 65+	Mod/Lib. 18-64	Mod/Lib. 65+	very lik-ely	frly lik-ely
Bill Eigel	207 52%	83 56%	48 55%	34 47%	43 46%	11 62%	31 56%	40 52%	27 46%	21 65%	26 50%	24 45%	27 53%	109 55%	98 49%	56 56%	54 54%	41 54%	57 46%	125 56%	53 54%	178 55%	20 33%	86 59%	92 52%	9 35%	11 32%	200 54%	8 24%
Jay Ashcroft	58 14%	21 14%	12 14%	13 18%	12 13%	2 10%	10 17%	11 14%	7 11%	4 12%	8 15%	12 21%	5 11%	28 14%	30 15%	16 16%	12 12%	9 12%	21 17%	26 12%	17 18%	43 14%	9 15%	18 13%	25 14%	4 15%	5 15%	48 13%	10 31%
Mike Kehoe	45 11%	17 11%	8 9%	8 12%	12 12%	2 10%	6 10%	14 18%	7 12%	1 4%	7 13%	6 11%	3 5%	22 11%	23 11%	15 15%	8 8%	9 11%	14 12%	24 11%	11 11%	35 11%	10 16%	19 13%	16 9%	5 17%	5 15%	40 11%	5 17%
Total don't know/none	89 22%	28 19%	19 22%	16 23%	27 28%	3 18%	9 16%	12 16%	18 31%	6 18%	12 23%	12 23%	16 32%	41 20%	49 24%	14 14%	27 27%	17 22%	32 26%	49 22%	16 16%	65 20%	21 36%	22 15%	43 25%	9 33%	12 38%	80 22%	9 28%
None	16 4%	7 5%	7 8%	2 3%	-	2 12%	1 2%	3 4%	3 5%	1 4%	3 5%	1 3%	2 3%	9 4%	7 3%	2 3%	6 6%	4 6%	3 2%	4 2%	2 2%	6 2%	10 16%	3 2%	2 1%	3 13%	6 19%	14 4%	2 6%
Don't know	74 18%	20 14%	12 14%	14 20%	27 28%	1 6%	8 14%	10 12%	16 26%	5 14%	9 17%	11 20%	15 28%	32 16%	42 21%	11 11%	21 20%	13 17%	29 24%	46 20%	14 14%	59 19%	12 20%	18 13%	41 23%	6 20%	6 19%	66 18%	7 22%
TOTAL	400 100%	148 100%	87 100%	71 100%	94 100%	17 100%	56 100%	78 100%	59 100%	32 100%	52 100%	54 100%	51 100%	200 100%	200 100%	100 100%	100 100%	76 100%	124 100%	224 100%	97 100%	321 100%	60 100%	144 100%	177 100%	27 100%	33 100%	368 100%	32 100%

## 6. Ashcroft vs. Kehoe vs. Eigel (descriptions)

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL				3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS		
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel	
Bill Eigel	207 52%	47 65%	3 20%	158 50%	119 49%	33 57%	56 57%	43 46%	13 48%	151 54%	80 53%	21 44%	43 89%	73 43%	18 44%	74 51%	207 100%	-	-	-	165 100%	73 100%	
Jay Ashcroft	58 14%	12 16%	2 16%	44 14%	41 17%	5 8%	12 12%	16 17%	5 17%	37 13%	23 15%	11 22%	5 11%	41 24%	2 4%	10 7%	-	58 100%	-	-	-	-	-
Mike Kehoe	45 11%	5 7%	5 37%	34 11%	27 11%	8 14%	10 10%	17 18%	0 1%	28 10%	20 13%	8 16%	-	15 9%	18 45%	12 9%	-	-	45 100%	-	-	-	
Total don't know/none	89 22%	8 11%	4 27%	78 25%	57 23%	12 21%	20 21%	18 19%	9 34%	62 22%	28 19%	9 19%	-	39 23%	3 7%	48 33%	-	-	-	89 100%	-	-	
None	16 4%	-	3 18%	13 4%	3 1%	7 12%	6 6%	-	4 14%	12 4%	3 2%	2 4%	-	3 2%	1 2%	13 9%	-	-	-	16 18%	-	-	
Don't know	74 18%	8 11%	1 9%	65 21%	54 22%	5 9%	14 14%	18 19%	5 19%	50 18%	26 17%	7 14%	-	37 22%	2 5%	35 24%	-	-	-	74 82%	-	-	
TOTAL	400 100%	71 100%	15 100%	314 100%	244 100%	58 100%	98 100%	94 100%	28 100%	278 100%	152 100%	48 100%	48 100%	168 100%	40 100%	144 100%	207 100%	58 100%	45 100%	89 100%	165 100%	73 100%	

## 7. When it comes to politics, do you generally consider yourself Liberal, Moderate, or Conservative?

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kan- sas City	Spr- ing- field	else- where	1	2	3	4	5	6	7	8	male	fem.	male 18-64	male 65+	fem. 18-64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/ Lib.	Cons 18-64	Cons 65+	Mod/ Lib. 18-64	Mod/ Lib. 65+	very lik-ely	frly lik-ely
Liberal	18 5%	5 4%	6 7%	3 4%	4 4%	3 15%	-	1 2%	4 7%	3 9%	2 3%	3 6%	3 5%	10 5%	8 4%	4 4%	6 6%	4 5%	4 3%	-	-	-	18 30%	-	-	8 30%	10 31%	13 3%	6 17%
Moderate	42 10%	15 10%	10 12%	5 8%	11 12%	3 20%	4 8%	6 7%	8 13%	4 11%	7 13%	4 8%	6 11%	18 9%	24 12%	9 9%	9 9%	10 14%	13 11%	-	-	-	42 70%	-	-	19 70%	23 69%	33 9%	9 28%
Total Conservative	321 80%	117 79%	67 77%	61 86%	76 81%	11 65%	45 80%	67 87%	44 74%	26 80%	41 80%	45 84%	40 78%	162 81%	159 79%	84 84%	78 78%	60 79%	98 79%	224 100%	97 100%	321 100%	-	144 100%	177 100%	-	-	305 83%	16 50%
Somewhat Conservative	97 24%	38 26%	26 30%	13 18%	20 21%	4 26%	13 23%	27 34%	12 20%	11 33%	8 16%	9 17%	12 24%	50 25%	47 23%	29 29%	21 21%	16 21%	31 25%	-	97 100%	97 30%	-	45 31%	52 30%	-	-	88 24%	9 28%
Very Conservative	224 56%	79 53%	41 47%	48 68%	56 60%	6 38%	32 57%	41 52%	32 54%	15 47%	33 64%	36 67%	28 54%	112 56%	112 56%	55 55%	57 57%	45 59%	67 54%	224 100%	-	224 70%	-	99 69%	124 70%	-	-	217 59%	7 22%
Don't know	19 5%	11 8%	3 4%	2 2%	3 3%	-	7 12%	3 4%	3 6%	-	2 3%	1 2%	3 6%	9 5%	10 5%	3 3%	6 6%	1 2%	8 7%	-	-	-	-	-	-	-	-	18 5%	1 4%
TOTAL	400 100%	148 100%	87 100%	71 100%	94 100%	17 100%	56 100%	78 100%	59 100%	32 100%	52 100%	54 100%	51 100%	200 100%	200 100%	100 100%	100 100%	76 100%	124 100%	224 100%	97 100%	321 100%	60 100%	144 100%	177 100%	27 100%	33 100%	368 100%	32 100%

## 7. When it comes to politics, do you generally consider yourself Liberal, Moderate, or Conservative?

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL				3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS	
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
Liberal	18 5%	1 2%	2 11%	15 5%	7 3%	7 12%	4 5%	2 2%	2 8%	14 5%	3 2%	2 4%	1 2%	4 2%	2 4%	12 8%	3 2%	4 8%	3 6%	8 9%	3 2%	2 2%
Moderate	42 10%	7 10%	3 22%	32 10%	19 8%	12 21%	11 11%	11 11%	6 20%	26 9%	17 12%	7 15%	5 9%	11 7%	6 15%	20 14%	17 8%	5 8%	7 15%	14 15%	12 7%	5 7%
Total Conservative	321 80%	62 87%	10 67%	249 79%	212 87%	36 63%	73 74%	79 84%	20 72%	222 80%	123 81%	39 81%	38 80%	148 88%	31 78%	103 72%	178 86%	43 75%	35 77%	65 73%	141 86%	64 88%
Somewhat Conservative	97 24%	23 32%	2 13%	72 23%	55 23%	14 25%	27 28%	22 24%	10 35%	65 23%	32 21%	12 25%	14 28%	42 25%	13 34%	28 19%	53 25%	17 30%	11 25%	16 18%	39 24%	18 25%
Very Conservative	224 56%	39 55%	8 55%	176 56%	157 64%	22 37%	45 46%	56 60%	11 37%	157 57%	92 60%	27 56%	25 52%	106 63%	18 44%	76 53%	125 60%	26 45%	24 52%	49 55%	102 62%	46 63%
Don't know	19 5%	1 2%	-	18 6%	7 3%	2 4%	10 11%	3 3%	-	17 6%	8 5%	-	4 8%	5 3%	1 3%	9 6%	10 5%	6 10%	1 2%	3 3%	8 5%	2 3%
TOTAL	400 100%	71 100%	15 100%	314 100%	244 100%	58 100%	98 100%	94 100%	28 100%	278 100%	152 100%	48 100%	48 100%	168 100%	40 100%	144 100%	207 100%	58 100%	45 100%	89 100%	165 100%	73 100%

## 8. Age

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kan-sas City	Spr-ing-field	else-where	1	2	3	4	5	6	7	8	male	fem.	male 18-64	male 65+	fem. 18-64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/Lib.	Cons 18-64	Cons 65+	Mod/Lib. 18-64	Mod/Lib. 65+	very lik-ely	frly lik-ely
18-34	8 2%	1 1%	1 1%	2 3%	4 5%	-	1 2%	1 1%	1 2%	1 2%	-	1 2%	3 6%	6 3%	2 1%	6 6%	-	2 2%	-	4 2%	2 2%	6 2%	1 2%	6 4%	-	1 4%	-	7 2%	1 3%
35-44	28 7%	8 6%	5 6%	6 9%	8 9%	-	2 4%	7 9%	5 9%	1 4%	5 9%	3 5%	5 9%	23 12%	5 2%	23 23%	-	5 6%	-	14 6%	9 9%	23 7%	5 9%	23 16%	-	5 19%	-	27 7%	1 2%
45-54	52 13%	19 13%	16 18%	6 8%	12 12%	2 10%	8 13%	9 11%	11 18%	5 16%	6 12%	7 12%	5 10%	25 13%	27 13%	25 25%	-	27 35%	-	28 13%	12 12%	40 13%	10 16%	40 28%	-	10 35%	-	48 13%	4 12%
55-59	39 10%	12 8%	7 8%	10 14%	10 10%	2 11%	7 12%	8 10%	7 12%	4 13%	3 6%	5 10%	3 6%	19 9%	20 10%	19 19%	-	20 27%	-	25 11%	7 7%	32 10%	6 10%	32 22%	-	6 21%	-	36 10%	3 10%
60-64	49 12%	21 14%	13 15%	5 8%	10 10%	2 11%	6 10%	11 14%	7 13%	2 6%	10 20%	3 6%	7 13%	26 13%	23 11%	26 26%	-	23 30%	-	28 12%	15 15%	42 13%	6 9%	42 29%	-	6 20%	-	47 13%	1 4%
65+	224 56%	86 58%	46 53%	41 58%	50 54%	11 68%	33 58%	42 54%	27 46%	19 60%	28 54%	35 65%	28 54%	100 50%	124 62%	-	100 100%	-	124 100%	124 56%	52 54%	177 55%	33 54%	-	177 100%	-	33 100%	202 55%	22 68%
TOTAL	400 100%	148 100%	87 100%	71 100%	94 100%	17 100%	56 100%	78 100%	59 100%	32 100%	52 100%	54 100%	51 100%	200 100%	200 100%	100 100%	100 100%	76 100%	124 100%	224 100%	97 100%	321 100%	60 100%	144 100%	177 100%	27 100%	33 100%	368 100%	32 100%

## 8. Age

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL				3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS	
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
18-34	8 2%	1 1%	1 3%	7 2%	4 1%	1 1%	4 4%	2 2%	1 3%	5 2%	3 2%	1 2%	-	4 3%	2 5%	2 1%	4 2%	1 2%	2 4%	2 2%	4 2%	2 2%
35-44	28 7%	7 10%	1 6%	20 6%	19 8%	6 10%	3 3%	11 11%	4 13%	14 5%	14 9%	8 16%	2 5%	13 8%	3 6%	10 7%	11 5%	6 11%	6 14%	4 5%	9 5%	6 8%
45-54	52 13%	8 12%	1 8%	43 14%	31 13%	9 15%	12 12%	14 15%	4 14%	34 12%	13 8%	7 13%	7 15%	22 13%	5 13%	18 12%	27 13%	8 15%	5 10%	12 14%	22 13%	10 14%
55-59	39 10%	9 13%	4 27%	26 8%	26 11%	5 8%	9 9%	14 15%	4 16%	21 8%	21 14%	10 21%	7 14%	18 10%	6 14%	9 6%	23 11%	4 7%	8 19%	4 4%	17 11%	11 16%
60-64	49 12%	14 19%	1 4%	34 11%	29 12%	7 13%	13 13%	7 8%	7 23%	35 13%	22 14%	5 11%	10 21%	20 12%	6 15%	12 9%	32 15%	6 10%	2 6%	9 10%	22 13%	9 13%
65+	224 56%	33 46%	8 52%	184 59%	136 56%	31 53%	58 58%	46 49%	9 32%	169 61%	80 53%	17 36%	22 46%	90 54%	19 46%	93 65%	111 53%	33 56%	22 48%	59 66%	91 55%	35 47%
TOTAL	400 100%	71 100%	15 100%	314 100%	244 100%	58 100%	98 100%	94 100%	28 100%	278 100%	152 100%	48 100%	48 100%	168 100%	40 100%	144 100%	207 100%	58 100%	45 100%	89 100%	165 100%	73 100%



9. Gender

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kan- sas City	Spr- ing- field	else- where	1	2	3	4	5	6	7	8	male	fem.	male 18- 64	male 65+	fem. 18- 64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/ Lib.	Cons 18- 64	Cons 65+	Mod/ Lib. 18- 64	Mod/ Lib. 65+	very lik- ely	frly lik- ely
Male	200 50%	83 56%	40 46%	33 47%	44 47%	12 70%	27 48%	42 54%	36 61%	12 37%	19 38%	24 44%	28 54%	200 100%	-	100 100%	100 100%	-	-	112 50%	50 52%	162 51%	28 47%	84 58%	78 44%	13 47%	15 47%	183 50%	17 53%
Female	200 50%	65 44%	47 54%	38 53%	50 53%	5 30%	30 52%	35 46%	23 39%	21 63%	32 62%	30 56%	24 46%	- 100%	200	-	-	76 100%	124 100%	112 50%	47 48%	159 49%	32 53%	60 42%	98 56%	14 53%	17 53%	185 50%	15 47%
TOTAL	400 100%	148 100%	87 100%	71 100%	94 100%	17 100%	56 100%	78 100%	59 100%	32 100%	52 100%	54 100%	51 100%	200 100%	200 100%	100 100%	100 100%	76 100%	124 100%	224 100%	97 100%	321 100%	60 100%	144 100%	177 100%	27 100%	33 100%	368 100%	32 100%

## 9. Gender

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL				3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS	
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
Male	200 50%	48 67%	5 37%	147 47%	123 51%	34 59%	43 44%	54 57%	13 48%	133 48%	83 55%	30 62%	31 64%	83 50%	19 47%	67 47%	109 53%	28 48%	22 49%	41 46%	80 49%	38 52%
Female	200 50%	24 33%	9 63%	167 53%	121 49%	24 41%	55 56%	40 43%	15 52%	145 52%	69 45%	18 38%	17 36%	85 50%	21 53%	77 53%	98 47%	30 52%	23 51%	49 54%	84 51%	35 48%
TOTAL	400 100%	71 100%	15 100%	314 100%	244 100%	58 100%	98 100%	94 100%	28 100%	278 100%	152 100%	48 100%	48 100%	168 100%	40 100%	144 100%	207 100%	58 100%	45 100%	89 100%	165 100%	73 100%

## 10. County

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kansas City	Springfield	elsewhere	1	2	3	4	5	6	7	8	male	fem.	male 18-64	male 65+	fem. 18-64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/ Lib.	Cons 18-64	Cons 65+	Mod/ Lib. 18-64	Mod/ Lib. 65+	very lik-ely	frly lik-ely
Adair	1 *%	-	-	-	1 2%	-	-	-	-	-	1 3%	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	1 *%	-	1 1%	-	-	-	1 *%	-
Andrew	1 *%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	-	1 *%	-	-	1 1%	-	-	1 *%	-	1 *%	-	-	1 1%	-	-	1 *%	-
Atchison	1 *%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 *%	-	-	1 1%	-	-	-	1 3%
Audrain	4 1%	-	-	-	4 4%	-	-	-	-	-	4 7%	-	-	-	4 2%	-	-	2 2%	2 2%	1 1%	-	1 *%	1 2%	-	1 1%	1 2%	1 2%	4 1%	-
Barry	2 1%	-	-	2 3%	-	-	-	-	-	-	-	2 4%	-	2 1%	-	-	2 2%	-	-	2 1%	-	2 1%	-	-	2 1%	-	-	2 1%	-
Barton	2 1%	-	-	-	2 2%	-	-	-	2 4%	-	-	-	-	1 *%	1 1%	1 1%	-	1 2%	-	2 1%	-	2 1%	-	2 1%	-	-	-	1 *%	1 4%
Benton	4 1%	-	-	4 5%	-	-	-	-	4 6%	-	-	-	-	1 1%	2 1%	1 1%	-	-	2 2%	4 2%	-	4 1%	-	1 1%	2 1%	-	-	4 1%	-
Bollinger	1 *%	-	-	-	1 1%	-	-	-	-	-	-	-	1 3%	-	1 1%	-	-	-	1 1%	1 1%	-	1 *%	-	-	1 1%	-	-	1 *%	-
Boone	10 2%	-	-	-	10 10%	-	-	5 7%	4 7%	-	-	-	-	4 2%	5 3%	3 3%	1 1%	3 4%	2 2%	6 2%	1 1%	6 2%	3 5%	4 3%	2 1%	2 7%	1 5%	8 2%	2 5%
Buchanan	4 1%	-	-	-	4 4%	-	-	-	-	-	4 8%	-	-	2 1%	2 1%	1 1%	1 1%	1 1%	1 1%	3 1%	-	3 1%	-	2 2%	1 *%	-	-	4 1%	-
Butler	5 1%	-	-	-	5 6%	-	-	-	-	-	-	-	5 10%	-	5 3%	-	-	4 5%	1 1%	5 2%	-	5 2%	-	4 3%	1 1%	-	-	5 1%	-
Callaway	3 1%	-	-	-	3 3%	-	-	3 4%	-	-	-	-	-	1 1%	2 1%	-	1 1%	-	2 1%	3 1%	-	3 1%	-	-	3 2%	-	-	3 1%	-
Camden	4 1%	-	-	4 6%	-	-	-	2 3%	2 3%	-	-	-	-	2 1%	2 1%	2 2%	-	1 1%	1 1%	1 *%	2 2%	3 1%	1 2%	3 2%	-	0 1%	1 2%	4 1%	-
Cape Girardeau	2 1%	-	-	-	2 2%	-	-	-	-	-	-	-	2 4%	-	2 1%	-	-	1 1%	1 1%	1 1%	-	1 *%	1 1%	-	1 1%	1 3%	-	1 *%	1 2%
Carroll	1 *%	-	1 1%	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%	-	-	1 2%	-	1 1%	-	1 *%	-	1 1%	-	-	-	1 *%	-
Cass	9 2%	-	9 10%	-	-	-	-	-	9 15%	-	-	-	-	3 1%	6 3%	-	3 3%	3 4%	3 2%	2 1%	2 3%	5 1%	4 7%	2 2%	2 1%	1 4%	3 9%	5 1%	3 10%
Christian	8 2%	-	-	8 11%	-	-	-	-	-	-	-	8 14%	-	3 2%	5 2%	2 2%	1 1%	1 1%	4 3%	6 3%	-	6 2%	1 1%	2 1%	4 2%	1 2%	-	7 2%	1 3%

10. County

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kan-sas City	Spr-ing-field	else-where	1	2	3	4	5	6	7	8	male	fem.	male 18-64	male 65+	fem. 18-64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/ Lib.	Cons 18-64	Cons 65+	Mod/ Lib. 18-64	Mod/ Lib. 65+	very lik-ely	frly lik-ely
Clay	17 4%	-	17 20%	-	-	-	-	-	-	7 23%	10 19%	-	-	8 4%	10 5%	3 3%	4 4%	5 6%	5 4%	11 5%	4 5%	15 5%	2 3%	8 6%	7 4%	-	2 5%	15 4%	2 6%
Clinton	1 *%	-	1 2%	-	-	-	-	-	-	-	1 3%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	1 *%	-	-	1 1%	-	-	1 *%	-
Cole	7 2%	-	-	-	7 8%	-	-	7 9%	-	-	-	-	-	4 2%	4 2%	2 2%	2 2%	1 2%	2 2%	1 *%	5 5%	6 2%	-	3 2%	3 2%	-	-	7 2%	1 2%
Cooper	1 *%	-	-	-	1 1%	-	-	1 2%	-	-	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	1 *%	-	1 1%	-	-	-	1 *%	-
Crawford	2 1%	2 2%	-	-	-	-	-	2 3%	-	-	-	-	-	2 1%	-	-	2 2%	-	-	2 1%	-	2 1%	-	-	2 1%	-	-	2 1%	-
Dallas	4 1%	-	-	4 5%	-	-	-	-	4 6%	-	-	-	-	3 1%	1 *%	-	3 3%	1 1%	-	4 2%	-	4 1%	-	1 1%	3 1%	-	-	4 1%	-
Dekalb	3 1%	-	-	-	3 3%	-	-	-	-	-	3 6%	-	-	1 1%	2 1%	-	1 1%	1 1%	1 1%	3 1%	-	3 1%	-	1 1%	2 1%	-	-	3 1%	-
Dent	2 *%	-	-	2 3%	-	-	-	-	-	-	-	-	2 4%	1 1%	1 *%	1 1%	-	1 1%	-	-	1 1%	1 *%	-	1 1%	-	-	-	2 *%	-
Douglas	2 *%	-	-	2 2%	-	-	-	-	-	-	-	-	2 3%	1 *%	1 1%	1 1%	-	-	1 1%	1 *%	-	1 *%	1 1%	-	1 1%	1 2%	-	2 *%	-
Dunklin	1 *%	-	-	-	1 1%	-	-	-	-	-	-	-	1 2%	-	1 *%	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 3%	1 *%	-
Franklin	11 3%	11 7%	-	-	-	-	11 19%	-	-	-	-	-	-	4 2%	7 3%	2 2%	2 2%	2 3%	4 3%	10 4%	-	10 3%	-	4 3%	5 3%	-	-	11 3%	-
Gentry	1 *%	-	1 1%	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 *%	-	1 1%	-	-	-	1 *%	-
Greene	19 5%	-	-	19 26%	-	-	-	-	-	-	-	-	19 35%	5 2%	14 7%	2 2%	3 3%	5 6%	9 8%	12 5%	5 5%	17 5%	2 4%	4 3%	12 7%	2 8%	-	18 5%	1 2%
Grundy	1 *%	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	1 *%	-	-	-	1 *%	-	-	-	1 1%	-	-	-	1 2%	1 *%	-
Harrison	1 *%	-	1 1%	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 *%	-	1 1%	-	-	-	1 *%	-
Howard	1 *%	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 *%	-	-	1 1%	-	-	-	-	1 1%	-	-	1 2%	-	-	1 2%
Howell	1 *%	-	-	1 1%	-	-	-	-	-	-	-	-	1 1%	-	1 *%	-	-	1 1%	-	-	-	-	1 1%	-	-	1 2%	-	-	1 2%

10. County

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kansas City	Springfield	elsewhere	1	2	3	4	5	6	7	8	male	fem.	male 18-64	male 65+	fem. 18-64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/ Lib.	Cons 18-64	Cons 65+	Mod/ Lib. 18-64	Mod/ Lib. 65+	very lik-ely	frly lik-ely
Jackson	33 8%	-	33 37%	-	-	-	-	-	4 7%	25 77%	3 6%	-	-	13 7%	19 10%	7 7%	6 6%	9 12%	11 9%	14 6%	10 10%	23 7%	7 12%	10 7%	13 8%	4 13%	3 11%	29 8%	4 11%
Jasper	4 1%	-	-	-	4 4%	-	-	-	-	-	-	4 8%	-	3 1%	1 1%	3 3%	-	-	1 1%	1 1%	2 2%	3 1%	1 2%	3 2%	-	-	1 4%	4 1%	-
Jefferson	17 4%	17 11%	-	-	-	-	-	5 7%	-	-	-	-	11 22%	12 6%	5 2%	5 5%	7 7%	1 2%	3 3%	9 4%	4 4%	13 4%	3 4%	4 3%	8 5%	1 4%	2 5%	16 4%	1 3%
Johnson	6 2%	-	6 7%	-	-	-	-	-	6 11%	-	-	-	-	4 2%	2 1%	3 3%	1 1%	1 1%	2 1%	2 1%	4 4%	6 2%	1 1%	4 3%	2 1%	-	1 2%	6 2%	-
Laclede	6 2%	-	-	6 9%	-	-	-	-	6 10%	-	-	-	-	4 2%	2 1%	3 3%	1 1%	-	2 2%	4 2%	1 1%	5 2%	1 1%	2 1%	4 2%	1 3%	-	6 2%	-
Lafayette	4 1%	-	4 4%	-	-	-	-	-	4 6%	-	-	-	-	4 2%	-	3 3%	1 1%	-	-	2 1%	1 1%	3 1%	1 1%	2 1%	1 1%	1 2%	-	3 1%	1 3%
Lawrence	2 *%	-	-	2 3%	-	-	-	-	-	-	-	2 4%	-	1 1%	1 *%	1 1%	-	0 1%	0 *%	1 *%	-	1 *%	1 2%	1 1%	-	0 2%	0 1%	2 1%	-
Lewis	1 *%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	-	-	1 *%	-	-	1 1%	-	1 *%	-	1 *%	-	1 1%	-	-	-	1 *%	-
Lincoln	2 1%	2 1%	-	-	-	-	-	-	-	-	2 4%	-	-	1 1%	1 1%	-	1 1%	1 2%	-	2 1%	-	2 1%	-	1 1%	1 1%	-	-	2 1%	-
McDonald	2 1%	-	-	-	2 2%	-	-	-	-	-	-	2 4%	-	1 1%	1 *%	-	1 1%	1 1%	-	2 1%	-	2 1%	-	1 1%	1 1%	-	-	2 1%	-
Macon	1 *%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	-	-	1 *%	-	-	1 1%	-	-	1 1%	1 *%	-	1 1%	-	-	-	1 *%	-
Madison	1 *%	-	-	-	1 1%	-	-	-	-	-	-	-	1 3%	-	1 1%	-	-	-	1 1%	1 1%	-	1 *%	-	-	1 1%	-	-	1 *%	-
Maries	1 *%	-	-	-	1 2%	-	-	1 2%	-	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 *%	-	-	1 1%	-	-	1 *%	-
Marion	3 1%	-	-	-	3 3%	-	-	-	-	-	3 6%	-	-	1 *%	2 1%	-	1 1%	2 2%	0 *%	2 1%	-	2 1%	1 2%	2 1%	-	1 4%	2 1%	1 2%	
Miller	1 *%	-	-	-	1 1%	-	-	1 1%	-	-	-	-	-	-	1 *%	-	-	-	1 1%	-	1 1%	1 *%	-	-	1 *%	-	-	1 *%	-
Moniteau	3 1%	-	-	-	3 3%	-	-	3 4%	-	-	-	-	-	-	3 1%	-	-	1 1%	2 1%	-	3 3%	3 1%	-	1 1%	2 1%	-	-	3 1%	-
Monroe	1 *%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	-	-	1 *%	-	1 *%	-	1 1%	-	-	-	1 *%	-

10. County

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kan- sas City	Spr- ing- field	else- where	1	2	3	4	5	6	7	8	male	fem.	male 18- 64	male 65+	fem. 18- 64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/ Lib.	Cons 18- 64	Cons 65+	Mod/ Lib. 18- 64	Mod/ Lib. 65+	very lik- ely	frly lik- ely
Montgomery	3 1%	-	-	-	3 3%	-	-	3 3%	-	-	-	-	-	2 1%	1 *	-	2 2%	1 1%	-	-	2 2%	2 1%	0 1%	1 1%	1 1%	-	0 1%	3 1%	-
Morgan	3 1%	-	-	-	3 3%	-	-	-	3 4%	-	-	-	-	3 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	3 1%	-	1 1%	1 1%	-	-	3 1%	-
New Madrid	1 *%	-	-	-	1 1%	-	-	-	-	-	-	-	1 2%	1 *%	-	1 1%	-	-	-	1 *%	-	1 *%	-	1 1%	-	-	-	1 *%	-
Newton	5 1%	-	-	-	5 5%	-	-	-	-	-	-	5 9%	-	1 1%	4 2%	1 1%	-	-	4 3%	4 2%	-	4 1%	1 2%	1 1%	3 2%	0 2%	1 3%	5 1%	-
Nodaway	1 *%	-	1 1%	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 *%	-	-	1 1%	-	-	1 *%	-
Oregon	1 *%	-	-	1 2%	-	-	-	-	-	-	-	-	1 2%	-	1 1%	-	-	-	1 1%	1 *%	-	1 *%	-	-	1 1%	-	-	1 *%	-
Osage	2 *%	-	-	-	2 2%	-	-	2 2%	-	-	-	-	-	2 1%	-	-	2 2%	-	-	1 *%	-	1 *%	0 1%	-	1 1%	-	0 1%	2 *%	-
Ozark	1 *%	-	-	1 2%	-	-	-	-	-	-	-	-	1 3%	1 1%	-	1 1%	-	-	-	1 1%	-	1 *%	-	1 1%	-	-	-	1 *%	-
Pettis	7 2%	-	7 7%	-	-	-	-	-	7 11%	-	-	-	-	5 2%	2 1%	1 1%	4 4%	-	2 1%	3 1%	2 2%	5 2%	-	1 1%	4 2%	-	-	7 2%	-
Phelps	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	3 5%	1 1%	1 1%	1 1%	-	-	1 1%	1 *%	1 1%	2 1%	1 1%	1 *%	1 1%	1 2%	-	3 1%	-
Pike	1 *%	1 1%	-	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	1 *%	-	-	1 1%	-	-	1 *%	-
Platte	4 1%	-	4 4%	-	-	-	-	-	-	-	4 8%	-	-	3 1%	1 1%	2 2%	1 1%	-	1 1%	1 *%	1 1%	2 1%	2 3%	1 1%	1 1%	1 3%	1 3%	4 1%	-
Polk	1 *%	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	1 *%	-	-	1 1%	-	-	1 *%	-	1 *%	-	-	1 *%	-	-	1 *%	-
Putnam	2 *%	-	-	-	2 2%	-	-	-	-	-	2 3%	-	-	-	2 1%	-	-	-	2 1%	-	-	-	2 3%	-	-	-	2 5%	2 *%	-
Randolph	1 *%	-	-	-	1 2%	-	-	-	-	-	1 3%	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 *%	-	-	1 1%	-	-	1 *%	-
Ray	1 *%	-	1 1%	-	-	-	-	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	-	-	1 *%	-	1 *%	-	-	1 1%	-	-	1 *%	-
St. Charles	47 12%	47 32%	-	-	-	-	8 14%	40 51%	-	-	-	-	-	24 12%	23 12%	12 12%	12 12%	10 14%	13 10%	24 11%	15 16%	39 12%	5 9%	18 13%	21 12%	4 14%	1 4%	45 12%	3 8%

10. County

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kan- sas City	Spr- ing- field	else- where	1	2	3	4	5	6	7	8	male	fem.	male 18- 64	male 65+	fem. 18- 64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/ Lib.	Cons 18- 64	Cons 65+	Mod/ Lib. 18- 64	Mod/ Lib. 65+	very lik- ely	frly lik- ely
St. Clair	2 *%	-	-	2 3%	-	-	-	-	2 3%	-	-	-	-	1 *%	1 1%	1 1%	-	1 2%	-	1 *%	1 1%	1 *%	1 1%	1 1%	-	1 2%	-	1 *%	1 2%
Ste. Genevieve	1 *%	1 1%	-	-	-	-	-	-	-	-	-	-	1 3%	1 1%	-	0 *%	1 1%	-	-	1 *%	-	1 *%	0 1%	-	1 1%	0 1%	-	1 *%	-
St. Francois	7 2%	7 5%	-	-	-	-	-	-	-	-	-	-	7 13%	4 2%	3 1%	2 2%	2 2%	1 2%	1 1%	1 *%	3 3%	4 1%	2 3%	3 2%	1 *%	0 2%	1 4%	6 2%	1 2%
St. Louis	50 13%	50 34%	-	-	-	15 87%	36 63%	-	-	-	-	-	-	29 14%	22 11%	17 17%	12 12%	4 5%	18 15%	25 11%	15 15%	40 12%	8 14%	18 13%	21 12%	2 7%	6 20%	45 12%	5 15%
St. Louis City	2 1%	2 2%	-	-	-	2 13%	-	-	-	-	-	-	-	2 1%	1 *%	1 1%	1 1%	1 1%	-	1 *%	-	1 *%	1 2%	-	1 1%	1 4%	-	2 *%	1 2%
Saline	1 *%	-	1 1%	-	-	-	-	-	1 2%	-	-	-	-	1 *%	-	1 1%	-	-	-	1 *%	-	1 *%	-	1 1%	-	-	-	1 *%	-
Scott	4 1%	-	-	-	4 4%	-	-	-	-	-	-	-	4 8%	3 1%	1 1%	2 2%	1 1%	1 1%	-	2 1%	1 1%	3 1%	1 1%	3 2%	-	-	1 2%	4 1%	-
Shelby	1 *%	-	-	-	1 1%	-	-	-	-	-	-	1 2%	-	-	1 1%	-	-	-	1 1%	1 1%	-	1 *%	-	-	1 1%	-	-	1 *%	-
Stoddard	4 1%	-	-	-	4 4%	-	-	-	-	-	-	-	4 8%	4 2%	-	1 1%	3 3%	-	-	3 1%	1 1%	4 1%	-	1 1%	3 2%	-	-	3 1%	1 4%
Stone	6 2%	-	-	6 9%	-	-	-	-	-	-	-	-	6 11%	3 2%	3 1%	1 1%	2 2%	-	3 2%	5 2%	1 1%	6 2%	-	1 1%	5 3%	-	-	6 2%	-
Taney	5 1%	-	-	5 7%	-	-	-	-	-	-	-	-	5 10%	3 2%	2 1%	1 1%	2 2%	-	2 2%	3 1%	1 2%	5 1%	1 1%	1 1%	3 2%	-	1 2%	5 1%	1 2%
Vernon	1 *%	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 *%	-	-	1 1%	-	-	-	-	1 1%	-	-	1 2%	-	-	1 2%
Warren	3 1%	3 2%	-	-	-	-	2 4%	1 1%	-	-	-	-	-	1 1%	2 1%	-	1 1%	-	2 2%	1 *%	-	1 *%	-	-	1 1%	-	-	3 1%	-
Washington	1 *%	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	1 *%	-	1 1%	-	-	-	1 *%	-
Wayne	2 1%	-	-	-	2 2%	-	-	-	-	-	-	-	2 4%	2 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	2 1%	-	1 1%	1 1%	-	-	2 1%	-
Webster	1 *%	-	-	1 2%	-	-	-	-	1 2%	-	-	-	1 1%	1 *%	1 *%	1 1%	-	1 1%	-	1 *%	-	1 *%	1 1%	1 1%	-	1 2%	-	1 *%	-
Wright	1 *%	-	-	1 1%	-	-	-	-	-	-	-	-	1 1%	-	1 *%	-	-	1 1%	-	1 *%	-	1 *%	-	1 *%	-	-	-	1 *%	-
TOTAL	400 100%	148 100%	87 100%	71 100%	94 100%	17 100%	56 100%	78 100%	59 100%	32 100%	52 100%	54 100%	51 100%	200 100%	200 100%	100 100%	100 100%	76 100%	124 100%	224 100%	97 100%	321 100%	60 100%	144 100%	177 100%	27 100%	33 100%	368 100%	32 100%

## 10. County

		2.1 AWARENESS & PERCEPTIONS: BILL EIGEL			3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS	
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
Adair	1 *%	-	-	1 *%	1 1%	-	-	1 2%	-	-	-	-	-	1 1%	-	-	-	1 3%	-	-	-	-
Andrew	1 *%	1 1%	-	-	1 *%	-	-	-	-	1 *%	-	-	-	1 1%	-	-	1 *%	-	-	-	1 1%	1 1%
Atchison	1 *%	-	-	1 *%	1 *%	-	-	-	-	1 *%	-	-	-	1 1%	-	-	1 *%	-	-	-	1 1%	1 1%
Audrain	4 1%	-	-	4 1%	3 1%	-	1 1%	1 1%	-	3 1%	1 *%	-	-	1 1%	-	3 2%	1 1%	1 2%	-	1 1%	1 1%	-
Barry	2 1%	-	-	2 1%	2 1%	-	-	1 1%	-	1 *%	-	-	-	2 1%	-	-	2 1%	-	-	-	2 1%	2 3%
Barton	2 1%	-	-	2 1%	2 1%	-	-	1 1%	1 3%	-	-	-	-	1 1%	-	1 1%	1 *%	-	1 3%	-	1 1%	1 1%
Benton	4 1%	1 2%	-	2 1%	3 1%	1 1%	-	2 2%	-	1 *%	1 1%	1 3%	-	-	1 2%	3 2%	2 1%	-	-	1 2%	2 1%	-
Bollinger	1 *%	-	1 9%	-	1 1%	-	-	1 1%	-	-	1 1%	1 3%	-	1 1%	-	-	-	-	-	1 1%	-	-
Boone	10 2%	3 4%	-	7 2%	9 4%	1 1%	-	4 4%	1 2%	5 2%	8 5%	3 6%	2 5%	2 1%	1 3%	4 3%	5 3%	2 4%	1 3%	1 1%	5 3%	2 2%
Buchanan	4 1%	-	-	4 1%	3 1%	1 2%	-	1 2%	-	2 1%	-	-	-	3 2%	1 1%	-	2 1%	-	1 2%	1 1%	2 1%	2 2%
Butler	5 1%	-	1 9%	4 1%	5 2%	-	-	2 2%	-	4 1%	1 1%	-	-	4 2%	-	2 1%	4 2%	-	-	1 1%	4 2%	2 3%
Callaway	3 1%	-	-	3 1%	2 1%	1 2%	-	3 3%	-	-	-	-	-	1 1%	1 2%	1 1%	2 1%	-	1 2%	-	2 2%	1 1%
Camden	4 1%	2 3%	-	2 1%	3 1%	-	1 1%	2 2%	1 3%	1 *%	3 2%	2 4%	2 4%	1 1%	0 1%	1 1%	3 2%	-	-	1 1%	1 1%	1 1%
Cape Girardeau	2 1%	-	-	2 1%	1 1%	1 1%	-	-	1 3%	1 *%	1 *%	-	-	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	1 2%
Carroll	1 *%	-	-	1 *%	1 *%	-	-	-	-	1 *%	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-
Cass	9 2%	1 1%	-	8 2%	5 2%	3 5%	1 1%	1 1%	0 1%	7 3%	2 2%	1 2%	-	3 2%	0 1%	6 4%	4 2%	1 2%	0 1%	3 4%	4 2%	2 2%
Christian	8 2%	-	-	8 2%	5 2%	-	3 3%	-	-	8 3%	3 2%	-	-	5 3%	-	3 2%	5 3%	2 4%	-	-	5 3%	3 4%



10. County

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL			3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS		
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
Clay	17 4%	4 5%	-	13 4%	12 5%	1 2%	4 4%	2 3%	1 4%	13 5%	5 3%	3 5%	-	11 7%	-	6 4%	7 3%	3 5%	1 2%	6 7%	7 4%	3 5%
Clinton	1 *%	-	-	1 *%	-	-	1 1%	-	-	1 *%	-	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-
Cole	7 2%	3 4%	-	4 1%	6 2%	-	1 1%	4 4%	2 7%	1 *%	4 2%	2 3%	-	3 2%	3 8%	1 1%	2 1%	2 3%	2 5%	1 1%	2 1%	-
Cooper	1 *%	-	-	1 *%	-	-	1 1%	-	-	1 *%	-	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-
Crawford	2 1%	-	1 9%	1 *%	1 *%	1 2%	-	1 1%	1 5%	-	1 1%	1 3%	-	1 1%	-	1 1%	-	1 2%	-	1 1%	-	-
Dallas	4 1%	-	-	4 1%	4 1%	-	-	1 1%	-	3 1%	1 1%	-	-	2 1%	-	1 1%	2 1%	-	-	1 1%	2 1%	1 1%
DeKalb	3 1%	-	-	3 1%	2 1%	-	1 1%	2 2%	-	1 *%	-	-	-	1 1%	-	2 2%	1 1%	1 2%	-	1 1%	1 1%	-
Dent	2 *%	-	-	2 1%	-	1 2%	1 1%	1 1%	-	1 *%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	-	-	2 1%	1 2%
Douglas	2 *%	-	-	2 1%	2 1%	-	-	-	-	2 1%	-	-	-	2 1%	-	-	1 *%	1 2%	-	-	1 *%	1 1%
Dunklin	1 *%	-	0 3%	0 *%	-	1 2%	-	1 1%	-	-	1 1%	0 1%	-	-	1 2%	-	-	-	1 2%	-	-	-
Franklin	11 3%	2 3%	-	9 3%	2 1%	2 3%	7 7%	1 1%	2 7%	8 3%	6 4%	2 4%	2 4%	3 2%	1 2%	5 3%	4 2%	1 2%	2 4%	3 4%	2 1%	-
Gentry	1 *%	-	-	1 *%	-	-	1 1%	-	-	1 *%	-	-	-	-	-	1 1%	-	-	1 3%	-	-	-
Greene	19 5%	-	1 5%	18 6%	11 4%	4 8%	4 4%	2 2%	-	16 6%	6 4%	-	-	7 4%	3 9%	8 6%	4 2%	8 13%	3 6%	4 4%	4 3%	-
Grundy	1 *%	-	-	1 *%	1 *%	-	-	-	1 2%	-	-	-	-	1 *%	-	-	1 *%	-	-	-	1 *%	1 1%
Harrison	1 *%	-	-	1 *%	-	1 2%	-	-	-	1 *%	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-
Howard	1 *%	-	-	1 *%	-	-	1 1%	-	-	1 *%	-	-	-	-	-	1 *%	-	-	-	1 1%	-	-
Howell	1 *%	-	-	1 *%	-	-	1 1%	-	-	1 *%	-	-	-	-	-	1 *%	-	-	-	1 1%	-	-

10. County

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL				3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS	
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
Jackson	33 8%	1 1%	1 6%	31 10%	8 3%	9 16%	16 16%	1 1%	3 12%	29 10%	9 6%	1 3%	6 13%	7 4%	2 5%	17 12%	20 10%	5 10%	3 7%	4 4%	17 10%	4 5%
Jasper	4 1%	-	-	4 1%	1 1%	3 5%	-	1 1%	-	4 1%	1 *	-	-	1 *	-	4 3%	1 1%	1 2%	-	2 2%	1 1%	-
Jefferson	17 4%	8 11%	-	9 3%	9 4%	6 3%	5 5%	7 7%	-	10 4%	7 5%	4 8%	6 12%	7 4%	2 6%	2 1%	11 5%	4 7%	1 2%	1 1%	5 3%	1 1%
Johnson	6 2%	3 4%	1 5%	3 1%	3 1%	4 6%	-	1 1%	-	6 2%	2 2%	1 1%	2 4%	4 2%	1 2%	-	5 2%	1 1%	1 2%	-	3 2%	3 4%
Laclede	6 2%	-	-	6 2%	4 2%	-	2 2%	2 2%	1 4%	3 1%	4 2%	-	-	2 1%	-	4 3%	1 1%	-	1 2%	4 4%	1 1%	-
Lafayette	4 1%	-	-	4 1%	3 1%	1 1%	-	-	-	4 1%	2 1%	-	-	3 2%	-	1 *	-	1 2%	-	3 3%	-	-
Lawrence	2 *	0 1%	-	1 *	1 1%	0 1%	-	0 *	-	1 1%	1 1%	0 1%	-	1 1%	0 1%	-	0 *	-	0 1%	1 1%	0 *	0 1%
Lewis	1 *	-	-	1 *	1 *	-	-	1 1%	-	-	-	-	-	1 1%	-	-	1 *	-	-	-	1 1%	1 1%
Lincoln	2 1%	1 2%	-	1 *	2 1%	-	-	1 1%	-	1 *	2 1%	1 2%	-	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	1 1%
McDonald	2 1%	-	-	2 1%	2 1%	-	-	-	-	2 1%	-	-	-	2 1%	-	-	1 1%	-	-	1 1%	1 1%	1 2%
Macon	1 *	-	-	1 *	-	-	1 1%	1 1%	-	-	-	-	-	-	1 2%	-	1 *	-	-	-	1 1%	-
Madison	1 *	-	-	1 *	1 1%	-	-	-	-	1 *	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-
Maries	1 *	-	-	1 *	1 1%	-	-	-	-	1 1%	-	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-
Marion	3 1%	-	-	3 1%	1 *	1 2%	1 1%	1 1%	-	2 1%	-	-	-	1 1%	1 3%	1 1%	1 *	-	1 2%	1 2%	1 *	-
Miller	1 *	-	-	1 *	-	-	1 1%	-	1 3%	-	1 1%	-	-	-	1 2%	-	-	-	-	1 1%	-	-
Moniteau	3 1%	-	-	3 1%	2 1%	-	1 1%	1 1%	2 7%	-	-	-	-	2 1%	1 2%	-	1 *	-	1 2%	1 1%	1 1%	1 1%
Monroe	1 *	-	-	1 *	1 *	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	-	1 *	-	-	-	1 1%	1 1%

10. County

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL			3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS		
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
Montgomery	3 1%	1 1%	-	2 1%	3 1%	-	-	1 1%	-	2 1%	1 1%	1 2%	-	-	1 3%	1 1%	2 1%	-	1 2%	-	2 1%	-
Morgan	3 1%	-	-	3 1%	3 1%	-	-	1 2%	1 4%	-	1 1%	-	-	1 1%	-	1 1%	-	1 2%	-	1 2%	-	-
New Madrid	1 *%	-	-	1 *%	1 *%	-	-	1 1%	-	-	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-
Newton	5 1%	-	-	5 2%	4 2%	0 1%	0 1%	0 *%	-	5 2%	4 3%	-	-	1 1%	0 1%	4 3%	1 1%	-	0 1%	3 4%	1 1%	0 1%
Nodaway	1 *%	-	-	1 *%	-	-	1 1%	-	-	1 *%	-	-	-	1 1%	-	-	1 *%	-	-	-	1 1%	1 1%
Oregon	1 *%	-	-	1 *%	1 *%	-	-	-	1 4%	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-
Osage	2 *%	-	-	2 *%	2 1%	-	-	2 2%	-	-	2 1%	-	-	1 1%	0 1%	-	-	1 2%	0 1%	-	-	-
Ozark	1 *%	1 2%	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 3%	-	1 1%	-	-	-	1 2%	-	-	-	-
Pettis	7 2%	-	-	7 2%	5 2%	2 3%	-	2 2%	1 4%	3 1%	3 2%	-	-	3 2%	1 2%	3 2%	4 2%	-	1 2%	1 1%	4 3%	1 1%
Phelps	3 1%	1 1%	-	2 1%	1 1%	-	1 1%	1 1%	-	2 1%	1 *%	1 1%	-	1 *%	1 2%	1 1%	3 1%	-	-	-	3 2%	1 1%
Pike	1 *%	-	-	1 *%	1 1%	-	-	-	-	1 *%	1 1%	-	-	-	-	1 1%	-	-	1 3%	-	-	-
Platte	4 1%	-	-	4 1%	2 1%	1 1%	1 1%	0 *%	-	3 1%	-	-	-	2 1%	0 1%	2 1%	2 1%	1 2%	-	1 1%	2 1%	1 1%
Polk	1 *%	-	-	1 *%	1 *%	-	-	1 1%	-	-	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-
Putnam	2 *%	2 2%	-	-	2 1%	-	-	-	-	2 1%	-	-	2 3%	-	-	-	2 1%	-	-	-	-	-
Randolph	1 *%	-	-	1 *%	-	-	1 1%	-	-	1 1%	-	-	-	-	-	1 1%	-	1 2%	-	-	-	-
Ray	1 *%	-	-	1 *%	1 *%	-	-	-	-	1 *%	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	1 1%
St. Charles	47 12%	22 31%	1 8%	24 8%	30 12%	5 8%	12 13%	12 13%	3 12%	32 11%	21 14%	12 24%	18 38%	15 9%	3 8%	11 8%	27 13%	5 8%	7 15%	9 10%	9 6%	6 8%

10. County

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL				3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS	
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
St. Clair	2 *%	-	1 3%	1 *%	2 1%	-	-	1 1%	-	1 1%	1 *%	1 1%	-	1 *%	1 1%	1 *%	-	-	1 3%	1 1%	-	-
Ste. Genevieve	1 *%	-	-	1 *%	1 *%	-	0 *%	-	-	1 *%	-	-	-	1 1%	0 1%	-	0 *%	-	-	1 1%	0 *%	-
St. Francois	7 2%	-	-	7 2%	4 2%	1 1%	2 2%	1 1%	-	6 2%	1 1%	-	-	1 1%	2 4%	4 3%	4 2%	-	1 2%	3 3%	4 2%	1 2%
St. Louis	50 13%	10 14%	4 30%	36 12%	33 13%	7 11%	11 11%	11 12%	2 5%	37 13%	27 18%	7 14%	6 12%	24 14%	5 12%	16 11%	29 14%	9 15%	5 10%	8 9%	23 14%	12 16%
St. Louis City	2 1%	1 1%	-	1 *%	2 1%	-	1 1%	1 1%	-	1 *%	1 1%	1 2%	-	1 1%	-	1 1%	2 1%	-	1 1%	-	2 1%	1 1%
Saline	1 *%	1 1%	-	-	1 *%	-	-	-	-	1 *%	1 1%	-	-	1 1%	-	-	-	-	1 2%	-	-	-
Scott	4 1%	-	-	4 1%	2 1%	-	2 2%	-	-	4 1%	-	-	-	4 2%	-	-	4 2%	-	-	-	4 2%	4 5%
Shelby	1 *%	-	-	1 *%	1 *%	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	1 2%
Stoddard	4 1%	-	-	4 1%	1 1%	-	3 3%	-	-	4 1%	2 1%	-	-	2 1%	-	2 1%	1 *%	-	-	3 4%	1 1%	1 1%
Stone	6 2%	2 3%	-	4 1%	2 1%	-	4 4%	-	1 4%	5 2%	-	-	2 5%	1 1%	-	3 2%	6 3%	-	-	-	4 2%	1 1%
Taney	5 1%	-	1 5%	4 1%	5 2%	-	-	1 1%	-	4 1%	1 1%	1 2%	-	3 2%	1 2%	1 1%	1 1%	1 1%	2 5%	1 1%	1 1%	-
Vernon	1 *%	-	-	1 *%	-	-	1 1%	-	-	1 *%	-	-	-	-	-	1 *%	-	-	-	1 1%	-	-
Warren	3 1%	-	-	3 1%	-	-	3 3%	-	-	3 1%	1 *%	-	-	1 1%	1 2%	1 1%	1 1%	1 2%	-	1 1%	1 1%	1 1%
Washington	1 *%	1 2%	-	-	-	-	1 1%	-	-	1 *%	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-
Wayne	2 1%	-	-	2 1%	2 1%	-	-	1 1%	-	1 *%	1 1%	-	-	2 1%	-	-	-	-	-	2 3%	-	-
Webster	1 *%	-	1 6%	1 *%	1 *%	1 2%	-	-	1 3%	1 *%	1 1%	1 2%	-	1 1%	-	-	1 *%	-	-	1 1%	1 1%	1 1%
Wright	1 *%	-	-	1 *%	1 *%	-	-	1 1%	-	-	1 *%	-	-	-	1 2%	-	1 *%	-	-	-	1 *%	-
TOTAL	400 100%	71 100%	15 100%	314 100%	244 100%	58 100%	98 100%	94 100%	28 100%	278 100%	152 100%	48 100%	48 100%	168 100%	40 100%	144 100%	207 100%	58 100%	45 100%	89 100%	165 100%	73 100%

MISSOURI GOP VOTERS - SEPTEMBER 2023

DMA

	10.1 DMA					CONGRESSIONAL DISTRICT								9. GENDER		GENDER/AGE				7.1 PHILOSOPHY				PHILOSOPHY/AGE				S1. VOTE IN GOP PRIMARY	
	TOTAL	Saint Louis	Kan-sas City	Spr-ing-field	else-where	1	2	3	4	5	6	7	8	male	fem.	male 18-64	male 65+	fem. 18-64	fem. 65+	very Cons	smwt Cons	tot. Cons	Mod/ Lib.	Cons 18-64	Cons 65+	Mod/ Lib. 18-64	Mod/ Lib. 65+	very lik-ely	frly lik-ely
Saint Louis	148 37%	148 100%	-	-	-	17 100%	56 100%	49 63%	-	-	3 7%	-	22 43%	83 41%	65 33%	41 41%	41 41%	21 27%	45 36%	79 35%	38 39%	117 36%	20 34%	51 36%	65 37%	10 35%	11 33%	138 38%	10 30%
Kansas City	87 22%	-	87 100%	-	-	-	-	-	30 51%	32 100%	24 47%	-	-	40 20%	47 23%	20 20%	21 21%	21 28%	25 21%	41 18%	26 27%	67 21%	16 27%	33 23%	34 19%	6 22%	10 32%	77 21%	10 31%
Springfield	71 18%	-	-	71 100%	-	-	-	2 3%	19 32%	-	-	43 79%	7 14%	33 17%	38 19%	18 18%	16 16%	12 16%	26 21%	48 22%	13 13%	61 19%	9 14%	22 15%	39 22%	7 25%	2 5%	67 18%	4 12%
Columbia-Jefferson City	39 10%	-	-	-	39 41%	-	-	27 34%	7 12%	-	5 10%	-	-	20 10%	19 10%	8 8%	12 12%	8 11%	11 9%	18 8%	13 14%	31 10%	6 10%	12 8%	19 11%	3 11%	3 9%	36 10%	3 9%
Paducah-Cape Girardeau-Harrisburg	22 6%	-	-	-	22 23%	-	-	-	-	-	-	-	22 43%	10 5%	12 6%	5 5%	5 5%	6 8%	6 5%	16 7%	3 4%	20 6%	2 4%	10 7%	10 6%	1 3%	2 5%	20 5%	2 7%
Joplin-Pittsburg	14 4%	-	-	-	14 15%	-	-	-	3 5%	-	-	11 21%	-	6 3%	8 4%	5 5%	1 1%	3 4%	5 4%	9 4%	2 2%	11 3%	3 6%	7 5%	4 2%	1 4%	2 7%	12 3%	2 6%
Saint Joseph	8 2%	-	-	-	8 9%	-	-	-	-	-	8 15%	-	-	4 2%	4 2%	1 1%	3 3%	2 2%	2 2%	7 3%	-	7 2%	-	3 2%	4 2%	-	-	8 2%	-
Quincy-Hannibal-Keokuk	6 2%	-	-	-	6 6%	-	-	-	-	-	6 12%	-	-	2 1%	4 2%	1 1%	1 1%	3 3%	2 1%	5 2%	-	5 1%	1 2%	4 3%	1 1%	-	1 4%	5 1%	1 2%
Ottumwa-Kirksville	4 1%	-	-	-	4 4%	-	-	-	-	-	4 8%	-	-	1 1%	3 1%	1 1%	-	1 1%	2 1%	1 1%	1 1%	2 1%	2 3%	2 2%	-	-	2 5%	4 1%	-
Omaha	1 *%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 *%	-	-	1 1%	-	-	-	1 3%
TOTAL	400 100%	148 100%	87 100%	71 100%	94 100%	17 100%	56 100%	78 100%	59 100%	32 100%	52 100%	54 100%	51 100%	200 100%	200 100%	100 100%	100 100%	76 100%	124 100%	224 100%	97 100%	321 100%	60 100%	144 100%	177 100%	27 100%	33 100%	368 100%	32 100%

MISSOURI GOP VOTERS - SEPTEMBER 2023

DMA

	2.1 AWARENESS & PERCEPTIONS: BILL EIGEL				3.1 AWARENESS & PERCEPTIONS: JAY ASHCROFT			4.1 AWARENESS & PERCEPTIONS: MIKE KEHOE			2/3/4. EIGEL/ ASHCROFT/ KEHOE		5.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR				6.1 REPUBLICAN PRIMARY BALLOT PREF: GOVERNOR (BIO BALLOT)				5/6. MOVERS	
	TOTAL	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	fav- or- able	un- fav- or- able	no opn/ not hrd.	aware of all	opin of all	Eigel	Ash- croft	Kehoe	dk/ none	Eigel	Ash- croft	Kehoe	dk/ none	tot. move to Eigel	Ash- croft to Eigel
Saint Louis	148 37%	46 65%	7 48%	95 30%	86 35%	19 32%	43 44%	36 38%	8 29%	104 37%	71 47%	28 59%	32 66%	56 33%	14 36%	47 32%	83 40%	21 36%	17 38%	28 31%	51 31%	24 33%
Kansas City	87 22%	9 12%	2 11%	77 24%	40 16%	22 38%	25 26%	7 7%	7 23%	73 26%	25 16%	6 11%	8 17%	37 22%	4 10%	38 26%	48 23%	12 21%	8 18%	19 21%	42 26%	16 23%
Springfield	71 18%	8 11%	3 20%	60 19%	49 20%	8 14%	14 14%	17 18%	5 18%	49 18%	25 17%	7 15%	4 9%	32 19%	8 21%	26 18%	34 16%	13 22%	8 18%	16 18%	29 18%	11 15%
Columbia-Jefferson City	39 10%	7 9%	-	32 10%	30 12%	2 4%	7 7%	17 18%	7 23%	16 6%	17 11%	5 11%	2 5%	11 7%	8 20%	18 12%	17 8%	9 15%	7 15%	7 8%	17 10%	4 5%
Paducah-Cape Girardeau- Harrisburg	22 6%	-	3 21%	19 6%	16 7%	2 3%	4 4%	6 6%	1 3%	16 6%	7 5%	2 4%	-	16 10%	2 5%	4 3%	10 5%	-	2 4%	10 11%	10 6%	9 12%
Joplin-Pittsburg	14 4%	-	-	14 4%	10 4%	3 6%	1 1%	2 2%	1 3%	11 4%	5 3%	-	-	5 3%	0 1%	9 6%	5 2%	1 2%	2 3%	6 7%	5 3%	3 4%
Saint Joseph	8 2%	1 1%	-	7 2%	6 2%	1 2%	1 1%	3 4%	-	5 2%	-	-	-	5 3%	1 1%	2 2%	4 2%	1 2%	1 2%	2 2%	4 3%	3 4%
Quincy-Hannibal-Keokuk	6 2%	-	-	6 2%	4 2%	1 2%	1 1%	4 5%	-	2 1%	2 1%	-	-	4 2%	1 3%	1 1%	4 2%	-	1 2%	1 2%	4 2%	3 4%
Ottumwa-Kirksville	4 1%	2 2%	-	2 1%	3 1%	-	1 1%	2 3%	-	2 1%	-	-	2 3%	1 1%	1 2%	-	3 1%	1 3%	-	-	1 1%	-
Omaha	1 *%	-	-	1 *%	1 *%	-	-	-	-	1 *%	-	-	-	1 1%	-	-	1 *%	-	-	-	1 1%	1 1%
TOTAL	400 100%	71 100%	15 100%	314 100%	244 100%	58 100%	98 100%	94 100%	28 100%	278 100%	152 100%	48 100%	48 100%	168 100%	40 100%	144 100%	207 100%	58 100%	45 100%	89 100%	165 100%	73 100%