**1. This fall, there will be primary elections for Governor, Congress, and other local offices. Many people don't vote in primary elections, but how likely are you to vote in this August's election?**

| Q1 Voter Likelihood | Q3 Gender | |
|---|---|---|
| | Female | Male |
| Definitely vote | 85.8 | 90.1 |
| Probably vote | 12.4 | 8.2 |
| Fifty-fifty chance | 1.7 | 1.7 |

| Q1 Voter Likelihood | Q4 Age | | | | |
|---|---|---|---|---|---|
| | 18-34 years old | 35-49 years old | 50-64 years old | 65 and older | Refused |
| Definitely vote | 81.7 | 86.5 | 86.9 | 90.1 | 100.0 |
| Probably vote | 11.6 | 12.8 | 11.7 | 8.3 | 0.0 |
| Fifty-fifty chance | 6.7 | 0.6 | 1.4 | 1.6 | 0.0 |

| Q1 Voter Likelihood | Geo - Media Market | | | | |
|---|---|---|---|---|---|
| | St. Louis | Kansas City | Springfield Mo | Columbia-Jefferson City | Rest of State |
| Definitely vote | 89.6 | 80.4 | 85.8 | 92.1 | 94.8 |
| Probably vote | 9.9 | 17.5 | 10.9 | 4.6 | 4.3 |
| Fifty-fifty chance | 0.5 | 2.1 | 3.3 | 3.3 | 0.9 |

| Q1 Voter Likelihood | Q5 Party | | | | |
|---|---|---|---|---|---|
| | Republican | Democrat | Independent | Something else | Don't know |
| Definitely vote | 88.2 | 100.0 | 85.4 | 94.6 | 82.8 |
| Probably vote | 9.6 | 0.0 | 14.6 | 3.4 | 17.2 |
| Fifty-fifty chance | 2.2 | 0.0 | 0.0 | 2.0 | 0.0 |

| Q1 Voter Likelihood | Q6 Republican Type | | | | | |
|---|---|---|---|---|---|---|
| | Trump / America First Republican | Traditional Republican | Social conservative | Libertarian | Something else | Don't know |
| Definitely vote | 91.1 | 91.5 | 79.7 | 100.0 | 72.7 | 65.8 |
| Probably vote | 7.3 | 7.7 | 17.1 | 0.0 | 27.3 | 15.5 |
| Fifty-fifty chance | 1.6 | 0.8 | 3.2 | 0.0 | 0.0 | 18.7 |

| Q1 Voter Likelihood | Q7 Ideology | | | | | | |
|---|---|---|---|---|---|---|---|
| | Very conservative | Somewhat conservative | TOTAL CONSERVATIVE | Moderate | Progressive | Don't know | MODERATE + PROGRESSIVE |
| Definitely vote | 91.8 | 88.3 | 90.4 | 81.1 | 76.9 | 73.3 | 80.7 |
| Probably vote | 6.8 | 9.3 | 7.8 | 17.2 | 23.1 | 26.7 | 17.8 |
| Fifty-fifty chance | 1.4 | 2.3 | 1.8 | 1.7 | 0.0 | 0.0 | 1.6 |

| Q1 Voter Likelihood | Q8 Trump Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Definitely vote | 89.8 | 86.6 | 88.7 | 83.7 | 86.2 | 85.2 | 84.1 | 100.0 |
| Probably vote | 9.8 | 9.1 | 9.6 | 16.3 | 10.7 | 12.8 | 15.9 | 0.0 |
| Fifty-fifty chance | 0.5 | 4.2 | 1.8 | 0.0 | 3.1 | 1.9 | 0.0 | 0.0 |

| Q1 Voter Likelihood | Q9 Ashcroft Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Definitely vote | 92.3 | 87.7 | 89.3 | 94.2 | 97.6 | 95.4 | 81.4 | 80.5 |
| Probably vote | 7.1 | 11.0 | 9.7 | 4.8 | 2.4 | 3.9 | 15.3 | 14.9 |
| Fifty-fifty chance | 0.6 | 1.3 | 1.1 | 1.0 | 0.0 | 0.7 | 3.3 | 4.6 |

| Q1 Voter Likelihood | Q10 Eigel Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Definitely vote | 95.9 | 86.5 | 90.1 | 85.9 | 91.4 | 89.0 | 89.5 | 85.5 |
| Probably vote | 4.1 | 12.4 | 9.2 | 10.9 | 8.6 | 9.6 | 8.1 | 12.7 |
| Fifty-fifty chance | 0.0 | 1.1 | 0.7 | 3.2 | 0.0 | 1.4 | 2.4 | 1.8 |

| Q1 Voter Likelihood | Q11 Kehoe Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Definitely vote | 95.3 | 88.3 | 90.5 | 100.0 | 94.1 | 98.0 | 85.8 | 85.7 |
| Probably vote | 3.0 | 11.7 | 9.0 | 0.0 | 5.9 | 2.0 | 10.9 | 12.6 |
| Fifty-fifty chance | 1.7 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 3.3 | 1.7 |

| Q1 Voter Likelihood | Q12 Gov Test Ballot | | | |
|---|---|---|---|---|
| | Jay Ashcroft | Bill Eigel | Mike Kehoe | Undecided |
| Definitely vote | 86.9 | 91.9 | 88.9 | 87.4 |
| Probably vote | 11.7 | 8.1 | 10.0 | 9.8 |
| Fifty-fifty chance | 1.4 | 0.0 | 1.1 | 2.8 |

| Q1 Voter Likelihood | Primary Vote History | | | | |
|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 |
| Definitely vote | 64.5 | 86.0 | 84.5 | 92.1 | 92.0 |
| Probably vote | 25.2 | 11.0 | 13.9 | 7.9 | 6.9 |
| Fifty-fifty chance | 10.3 | 3.0 | 1.6 | 0.0 | 1.1 |

| Q1 Voter Likelihood | Cell vs LL | |
|---|---|---|
| | Cellphone | Landline |
| Definitely vote | 88.8 | 84.1 |
| Probably vote | 9.9 | 12.2 |
| Fifty-fifty chance | 1.3 | 3.6 |

**8. Do you have a favorable or unfavorable opinion of Donald Trump?**

|  | Q3 Gender | |
| --- | --- | --- |
| Q8 Trump Image | Female | Male |
| Very Favorable | 53.4 | 53.7 |
| Somewhat Favorable | 28.5 | 27.0 |
| Somewhat Unfavorable | 5.1 | 6.0 |
| Very Unfavorable | 7.3 | 10.6 |
| Unsure/No Opinion | 5.8 | 2.4 |
| Never Heard Of | 0.0 | 0.2 |
| TOTAL FAVORABLE | 81.8 | 80.7 |
| TOTAL UNFAVORABLE | 12.4 | 16.7 |
| NET | 69.5 | 64.1 |

|  | Q4 Age | | | | |
| --- | --- | --- | --- | --- | --- |
| Q8 Trump Image | 18-34 years old | 35-49 years old | 50-64 years old | 65 and older | Refused |
| Very Favorable | 49.4 | 47.7 | 55.8 | 54.7 | 100.0 |
| Somewhat Favorable | 43.2 | 26.8 | 27.3 | 26.2 | 0.0 |
| Somewhat Unfavorable | 5.1 | 8.9 | 4.7 | 4.9 | 0.0 |
| Very Unfavorable | 2.3 | 12.5 | 7.7 | 9.5 | 0.0 |
| Unsure/No Opinion | 0.0 | 4.1 | 4.1 | 4.7 | 0.0 |
| Never Heard Of | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 |
| TOTAL FAVORABLE | 92.6 | 74.6 | 83.1 | 80.9 | 100.0 |
| TOTAL UNFAVORABLE | 7.4 | 21.4 | 12.4 | 14.4 | 0.0 |
| NET | 85.2 | 53.2 | 70.7 | 66.5 | 100.0 |

| | Geo - Media Market | | | | |
|---|---|---|---|---|---|
| Q8 Trump Image | St. Louis | Kansas City | Springfield Mo | Columbia-Jefferson City | Rest of State |
| Very Favorable | 46.2 | 53.9 | 66.8 | 42.1 | 57.5 |
| Somewhat Favorable | 29.6 | 29.2 | 18.7 | 35.3 | 29.2 |
| Somewhat Unfavorable | 7.8 | 3.6 | 3.5 | 8.2 | 4.7 |
| Very Unfavorable | 12.5 | 6.3 | 7.2 | 13.1 | 5.4 |
| Unsure/No Opinion | 3.5 | 7.0 | 3.9 | 1.2 | 3.2 |
| Never Heard Of | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| TOTAL FAVORABLE | 75.8 | 83.1 | 85.5 | 77.5 | 86.7 |
| TOTAL UNFAVORABLE | 20.4 | 9.9 | 10.6 | 21.3 | 10.1 |
| NET | 55.4 | 73.1 | 74.8 | 56.2 | 76.6 |

| | Q5 Party | | | | |
|---|---|---|---|---|---|
| Q8 Trump Image | Republican | Democrat | Independent | Something else | Don't know |
| Very Favorable | 58.9 | 0.0 | 40.1 | 49.3 | 34.9 |
| Somewhat Favorable | 29.4 | 0.0 | 22.5 | 34.5 | 0.0 |
| Somewhat Unfavorable | 4.4 | 0.0 | 8.5 | 6.9 | 13.2 |
| Very Unfavorable | 3.1 | 100.0 | 24.2 | 7.8 | 41.3 |
| Unsure/No Opinion | 4.1 | 0.0 | 4.6 | 1.5 | 10.6 |
| Never Heard Of | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| TOTAL FAVORABLE | 88.3 | 0.0 | 62.6 | 83.8 | 34.9 |
| TOTAL UNFAVORABLE | 7.5 | 100.0 | 32.8 | 14.7 | 54.5 |
| NET | 80.7 | -100.0 | 29.8 | 69.1 | -19.5 |

| | Q6 Republican Type | | | | | |
|---|---|---|---|---|---|---|
| Q8 Trump Image | Trump / America First Republican | Traditional Republican | Social conservative | Libertarian | Something else | Don't know |
| Very Favorable | 80.2 | 25.1 | 43.0 | 30.9 | 42.3 | 31.6 |
| Somewhat Favorable | 19.0 | 47.8 | 32.1 | 39.1 | 31.4 | 51.8 |
| Somewhat Unfavorable | 0.0 | 10.5 | 7.8 | 22.8 | 14.5 | 0.0 |
| Very Unfavorable | 0.0 | 9.8 | 5.9 | 7.2 | 6.5 | 0.0 |
| Unsure/No Opinion | 0.8 | 6.0 | 11.1 | 0.0 | 5.3 | 16.6 |
| Never Heard Of | 0.0 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| TOTAL FAVORABLE | 99.2 | 72.9 | 75.2 | 70.0 | 73.7 | 83.4 |
| TOTAL UNFAVORABLE | 0.0 | 20.3 | 13.8 | 30.0 | 20.9 | 0.0 |
| NET | 99.2 | 52.6 | 61.4 | 40.0 | 52.8 | 83.4 |

| Q8 Trump Image | Q7 Ideology | | | | | | |
|---|---|---|---|---|---|---|---|
| | Very conservative | Somewhat conservative | TOTAL CONSERVATIVE | Moderate | Progressive | Don't know | MODERATE + PROGRESSIVE |
| Very Favorable | 68.6 | 43.0 | 57.9 | 34.1 | 66.1 | 42.6 | 37.0 |
| Somewhat Favorable | 25.4 | 35.8 | 29.7 | 17.9 | 6.7 | 43.3 | 16.8 |
| Somewhat Unfavorable | 1.4 | 8.4 | 4.3 | 11.6 | 11.5 | 0.0 | 11.6 |
| Very Unfavorable | 1.1 | 8.8 | 4.3 | 32.1 | 8.5 | 0.0 | 29.9 |
| Unsure/No Opinion | 3.2 | 4.0 | 3.5 | 4.4 | 7.2 | 14.1 | 4.6 |
| Never Heard Of | 0.3 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| TOTAL FAVORABLE | 94.0 | 78.8 | 87.7 | 51.9 | 72.8 | 85.9 | 53.9 |
| TOTAL UNFAVORABLE | 2.6 | 17.2 | 8.6 | 43.7 | 20.0 | 0.0 | 41.5 |
| NET | 91.4 | 61.7 | 79.0 | 8.2 | 52.8 | 85.9 | 12.4 |

| Q8 Trump Image | Q1 Voter Likelihood | | |
|---|---|---|---|
| | Definitely vote | Probably vote | Fifty-fifty chance |
| Very Favorable | 54.6 | 50.9 | 14.8 |
| Somewhat Favorable | 27.3 | 24.6 | 68.9 |
| Somewhat Unfavorable | 5.3 | 8.9 | 0.0 |
| Very Unfavorable | 8.8 | 9.3 | 16.3 |
| Unsure/No Opinion | 3.9 | 6.3 | 0.0 |
| Never Heard Of | 0.1 | 0.0 | 0.0 |
| TOTAL FAVORABLE | 81.9 | 75.5 | 83.7 |
| TOTAL UNFAVORABLE | 14.1 | 18.2 | 16.3 |
| NET | 67.8 | 57.3 | 67.5 |

| Q8 Trump Image | Q9 Ashcroft Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very Favorable | 66.6 | 51.0 | 56.3 | 36.8 | 39.4 | 37.7 | 60.7 | 46.7 |
| Somewhat Favorable | 20.0 | 36.3 | 30.7 | 27.0 | 14.0 | 22.4 | 23.3 | 33.3 |
| Somewhat Unfavorable | 6.3 | 4.9 | 5.4 | 8.4 | 5.0 | 7.2 | 3.7 | 9.9 |
| Very Unfavorable | 1.9 | 4.5 | 3.6 | 26.5 | 41.5 | 31.8 | 6.1 | 2.8 |
| Unsure/No Opinion | 5.2 | 3.4 | 4.0 | 1.2 | 0.0 | 0.8 | 6.3 | 5.2 |
| Never Heard Of | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.1 |
| TOTAL FAVORABLE | 86.6 | 87.2 | 87.0 | 63.8 | 53.4 | 60.2 | 83.9 | 80.0 |
| TOTAL UNFAVORABLE | 8.2 | 9.4 | 9.0 | 34.9 | 46.6 | 39.0 | 9.8 | 12.7 |
| NET | 78.5 | 77.8 | 78.1 | 28.9 | 6.8 | 21.1 | 74.1 | 67.3 |

| | | | | Q10 Eigel Image | | | | |
|---|---|---|---|---|---|---|---|---|
| Q8 Trump Image | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very Favorable | 72.8 | 55.7 | 62.3 | 18.7 | 38.4 | 29.7 | 49.5 | 56.6 |
| Somewhat Favorable | 24.6 | 34.9 | 31.0 | 21.5 | 33.1 | 27.9 | 27.2 | 26.2 |
| Somewhat Unfavorable | 2.5 | 3.7 | 3.2 | 15.3 | 3.6 | 8.8 | 6.9 | 5.2 |
| Very Unfavorable | 0.0 | 3.6 | 2.2 | 40.1 | 24.9 | 31.6 | 10.3 | 7.2 |
| Unsure/No Opinion | 0.0 | 2.1 | 1.3 | 4.4 | 0.0 | 2.0 | 6.1 | 4.5 |
| Never Heard Of | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| TOTAL FAVORABLE | 97.5 | 90.7 | 93.3 | 40.2 | 71.5 | 57.6 | 76.7 | 82.8 |
| TOTAL UNFAVORABLE | 2.5 | 7.3 | 5.4 | 55.4 | 28.5 | 40.4 | 17.2 | 12.4 |
| NET | 94.9 | 83.4 | 87.8 | -15.2 | 43.0 | 17.2 | 59.5 | 70.4 |

| | | | | Q11 Kehoe Image | | | | |
|---|---|---|---|---|---|---|---|---|
| Q8 Trump Image | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very Favorable | 62.5 | 45.2 | 50.6 | 38.4 | 40.1 | 39.0 | 52.5 | 60.2 |
| Somewhat Favorable | 30.2 | 37.0 | 34.9 | 11.3 | 15.8 | 12.8 | 27.1 | 25.3 |
| Somewhat Unfavorable | 1.2 | 5.3 | 4.0 | 15.6 | 8.4 | 13.2 | 6.5 | 4.5 |
| Very Unfavorable | 6.0 | 7.1 | 6.8 | 31.8 | 35.8 | 33.1 | 9.9 | 4.9 |
| Unsure/No Opinion | 0.0 | 5.4 | 3.8 | 2.9 | 0.0 | 2.0 | 4.1 | 4.8 |
| Never Heard Of | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| TOTAL FAVORABLE | 92.8 | 82.2 | 85.5 | 49.7 | 55.9 | 51.8 | 79.5 | 85.5 |
| TOTAL UNFAVORABLE | 7.2 | 12.3 | 10.8 | 47.3 | 44.1 | 46.3 | 16.4 | 9.4 |
| NET | 85.5 | 69.9 | 74.7 | 2.4 | 11.8 | 5.5 | 63.1 | 76.1 |

| | | Q12 Gov Test Ballot | | |
|---|---|---|---|---|
| Q8 Trump Image | Jay Ashcroft | Bill Eigel | Mike Kehoe | Undecided |
| Very Favorable | 58.5 | 68.7 | 41.3 | 47.9 |
| Somewhat Favorable | 25.3 | 20.7 | 33.2 | 30.5 |
| Somewhat Unfavorable | 5.8 | 4.7 | 9.0 | 4.5 |
| Very Unfavorable | 5.3 | 3.8 | 15.6 | 11.9 |
| Unsure/No Opinion | 5.2 | 2.1 | 0.8 | 4.8 |
| Never Heard Of | 0.0 | 0.0 | 0.0 | 0.3 |
| TOTAL FAVORABLE | 83.7 | 89.4 | 74.5 | 78.5 |
| TOTAL UNFAVORABLE | 11.1 | 8.4 | 24.7 | 16.4 |
| NET | 72.6 | 81.0 | 49.9 | 62.1 |

| Q8 Trump Image | Primary Vote History | | | | |
|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 |
| Very Favorable | 58.9 | 59.9 | 54.7 | 55.9 | 47.5 |
| Somewhat Favorable | 25.3 | 22.2 | 21.5 | 30.0 | 32.9 |
| Somewhat Unfavorable | 9.8 | 8.6 | 7.7 | 3.7 | 3.6 |
| Very Unfavorable | 6.0 | 7.0 | 11.7 | 5.9 | 10.7 |
| Unsure/No Opinion | 0.0 | 2.2 | 4.4 | 4.4 | 5.0 |
| Never Heard Of | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 |
| TOTAL FAVORABLE | 84.2 | 82.1 | 76.2 | 86.0 | 80.4 |
| TOTAL UNFAVORABLE | 15.8 | 15.6 | 19.4 | 9.6 | 14.2 |
| NET | 68.4 | 66.5 | 56.8 | 76.4 | 66.2 |

| Q8 Trump Image | Cell vs LL | |
|---|---|---|
| | Cellphone | Landline |
| Very Favorable | 51.9 | 61.3 |
| Somewhat Favorable | 28.6 | 23.8 |
| Somewhat Unfavorable | 5.8 | 4.4 |
| Very Unfavorable | 9.9 | 4.8 |
| Unsure/No Opinion | 3.7 | 5.7 |
| Never Heard Of | 0.1 | 0.0 |
| TOTAL FAVORABLE | 80.5 | 85.1 |
| TOTAL UNFAVORABLE | 15.7 | 9.2 |
| NET | 64.8 | 75.9 |

**9. Do you have a favorable or unfavorable opinion of Jay Ashcroft?**

| | Q3 Gender | |
| --- | --- | --- |
| Q9 Ashcroft Image | Female | Male |
| Very Favorable | 20.3 | 16.5 |
| Somewhat Favorable | 31.9 | 39.1 |
| Somewhat Unfavorable | 9.7 | 12.6 |
| Very Unfavorable | 6.2 | 5.9 |
| Unsure/No Opinion | 26.0 | 20.3 |
| Never Heard Of | 5.9 | 5.6 |
| TOTAL FAVORABLE | 52.2 | 55.6 |
| TOTAL UNFAVORABLE | 15.9 | 18.5 |
| NET | 36.3 | 37.1 |

| | Q4 Age | | | | |
| --- | --- | --- | --- | --- | --- |
| Q9 Ashcroft Image | 18-34 years old | 35-49 years old | 50-64 years old | 65 and older | Refused |
| Very Favorable | 9.8 | 12.4 | 18.2 | 22.3 | 0.0 |
| Somewhat Favorable | 24.5 | 31.3 | 40.6 | 35.3 | 100.0 |
| Somewhat Unfavorable | 16.2 | 14.9 | 11.9 | 8.6 | 0.0 |
| Very Unfavorable | 3.4 | 6.0 | 5.1 | 7.1 | 0.0 |
| Unsure/No Opinion | 18.8 | 27.3 | 19.2 | 24.7 | 0.0 |
| Never Heard Of | 27.2 | 8.1 | 5.0 | 2.0 | 0.0 |
| TOTAL FAVORABLE | 34.3 | 43.7 | 58.8 | 57.6 | 100.0 |
| TOTAL UNFAVORABLE | 19.6 | 20.9 | 17.0 | 15.7 | 0.0 |
| NET | 14.7 | 22.8 | 41.8 | 41.9 | 100.0 |

| Q9 Ashcroft Image | Geo - Media Market | | | | |
| --- | --- | --- | --- | --- | --- |
| | St. Louis | Kansas City | Springfield Mo | Columbia-Jefferson City | Rest of State |
| Very Favorable | 14.2 | 21.3 | 23.7 | 15.1 | 18.2 |
| Somewhat Favorable | 34.8 | 27.5 | 36.1 | 40.3 | 44.0 |
| Somewhat Unfavorable | 13.1 | 11.7 | 10.3 | 12.2 | 7.4 |
| Very Unfavorable | 10.6 | 2.7 | 1.5 | 11.3 | 4.0 |
| Unsure/No Opinion | 24.2 | 31.5 | 19.8 | 18.8 | 16.9 |
| Never Heard Of | 3.2 | 5.3 | 8.7 | 2.3 | 9.5 |
| TOTAL FAVORABLE | 48.9 | 48.8 | 59.8 | 55.4 | 62.2 |
| TOTAL UNFAVORABLE | 23.7 | 14.5 | 11.8 | 23.5 | 11.4 |
| NET | 25.2 | 34.3 | 48.1 | 31.9 | 50.8 |

| Q9 Ashcroft Image | Q5 Party | | | | |
| --- | --- | --- | --- | --- | --- |
| | Republican | Democrat | Independent | Something else | Don't know |
| Very Favorable | 19.2 | 0.0 | 17.2 | 18.4 | 0.0 |
| Somewhat Favorable | 37.7 | 0.0 | 29.0 | 41.5 | 13.0 |
| Somewhat Unfavorable | 9.4 | 30.2 | 18.4 | 4.1 | 17.7 |
| Very Unfavorable | 2.6 | 69.8 | 13.9 | 9.4 | 17.7 |
| Unsure/No Opinion | 24.8 | 0.0 | 16.9 | 21.7 | 51.6 |
| Never Heard Of | 6.3 | 0.0 | 4.7 | 4.9 | 0.0 |
| TOTAL FAVORABLE | 56.9 | 0.0 | 46.2 | 59.9 | 13.0 |
| TOTAL UNFAVORABLE | 12.0 | 100.0 | 32.2 | 13.5 | 35.4 |
| NET | 44.9 | -100.0 | 13.9 | 46.4 | -22.4 |

| Q9 Ashcroft Image | Q6 Republican Type | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| | Trump / America First Republican | Traditional Republican | Social conservative | Libertarian | Something else | Don't know |
| Very Favorable | 18.3 | 17.8 | 29.1 | 14.6 | 26.4 | 4.5 |
| Somewhat Favorable | 34.1 | 46.5 | 42.9 | 25.8 | 39.4 | 30.3 |
| Somewhat Unfavorable | 8.3 | 14.6 | 5.6 | 18.6 | 12.6 | 0.0 |
| Very Unfavorable | 3.0 | 2.5 | 0.0 | 0.0 | 0.0 | 8.7 |
| Unsure/No Opinion | 30.9 | 15.1 | 17.8 | 41.0 | 5.8 | 27.6 |
| Never Heard Of | 5.4 | 3.7 | 4.6 | 0.0 | 15.8 | 29.0 |
| TOTAL FAVORABLE | 52.4 | 64.2 | 71.9 | 40.4 | 65.8 | 34.8 |
| TOTAL UNFAVORABLE | 11.3 | 17.0 | 5.6 | 18.6 | 12.6 | 8.7 |
| NET | 41.1 | 47.2 | 66.3 | 21.8 | 53.3 | 26.1 |

| Q9 Ashcroft Image | Q7 Ideology | | | | | | |
|---|---|---|---|---|---|---|---|
| | Very conservative | Somewhat conservative | TOTAL CONSERVATIVE | Moderate | Progressive | Don't know | MODERATE + PROGRESSIVE |
| Very Favorable | 25.1 | 16.4 | 21.5 | 5.7 | 11.5 | 12.1 | 6.2 |
| Somewhat Favorable | 33.6 | 42.3 | 37.2 | 29.1 | 34.5 | 30.1 | 29.6 |
| Somewhat Unfavorable | 7.1 | 13.7 | 9.8 | 18.8 | 0.0 | 10.0 | 17.0 |
| Very Unfavorable | 3.6 | 3.2 | 3.4 | 16.2 | 34.7 | 0.0 | 17.9 |
| Unsure/No Opinion | 24.6 | 20.5 | 22.9 | 22.6 | 19.4 | 33.7 | 22.3 |
| Never Heard Of | 5.9 | 3.9 | 5.1 | 7.6 | 0.0 | 14.0 | 6.9 |
| TOTAL FAVORABLE | 58.8 | 58.7 | 58.7 | 34.8 | 45.9 | 42.2 | 35.9 |
| TOTAL UNFAVORABLE | 10.7 | 16.9 | 13.3 | 35.0 | 34.7 | 10.0 | 34.9 |
| NET | 48.1 | 41.7 | 45.5 | -0.1 | 11.2 | 32.2 | 0.9 |

| Q9 Ashcroft Image | Q1 Voter Likelihood | | |
|---|---|---|---|
| | Definitely vote | Probably vote | Fifty-fifty chance |
| Very Favorable | 19.2 | 12.7 | 6.1 |
| Somewhat Favorable | 35.5 | 38.0 | 27.6 |
| Somewhat Unfavorable | 12.0 | 5.2 | 6.7 |
| Very Unfavorable | 6.7 | 1.4 | 0.0 |
| Unsure/No Opinion | 21.4 | 34.4 | 44.3 |
| Never Heard Of | 5.2 | 8.3 | 15.3 |
| TOTAL FAVORABLE | 54.7 | 50.7 | 33.6 |
| TOTAL UNFAVORABLE | 18.7 | 6.6 | 6.7 |
| NET | 36.0 | 44.1 | 26.9 |

| Q9 Ashcroft Image | Q8 Trump Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very Favorable | 22.8 | 13.2 | 19.6 | 20.6 | 3.9 | 10.3 | 23.4 | 0.0 |
| Somewhat Favorable | 33.9 | 46.5 | 38.2 | 31.4 | 17.6 | 22.9 | 30.0 | 0.0 |
| Somewhat Unfavorable | 7.7 | 10.9 | 8.8 | 16.9 | 33.1 | 26.9 | 3.4 | 0.0 |
| Very Unfavorable | 4.5 | 3.1 | 4.0 | 5.5 | 28.0 | 19.4 | 0.0 | 0.0 |
| Unsure/No Opinion | 26.2 | 19.4 | 23.9 | 15.4 | 15.6 | 15.5 | 35.8 | 0.0 |
| Never Heard Of | 5.0 | 6.9 | 5.6 | 10.2 | 1.8 | 5.0 | 7.4 | 100.0 |
| TOTAL FAVORABLE | 56.7 | 59.8 | 57.7 | 52.0 | 21.5 | 33.2 | 53.4 | 0.0 |
| TOTAL UNFAVORABLE | 12.2 | 14.0 | 12.8 | 22.4 | 61.1 | 46.3 | 3.4 | 0.0 |
| NET | 44.5 | 45.8 | 45.0 | 29.6 | -39.5 | -13.0 | 50.0 | 0.0 |

| Q9 Ashcroft Image | Q10 Eigel Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very Favorable | 24.8 | 21.8 | 23.0 | 10.8 | 10.3 | 10.5 | 18.2 | 17.4 |
| Somewhat Favorable | 46.5 | 55.8 | 52.3 | 19.0 | 7.3 | 12.5 | 28.4 | 36.3 |
| Somewhat Unfavorable | 10.3 | 12.6 | 11.7 | 40.4 | 30.2 | 34.7 | 11.4 | 5.9 |
| Very Unfavorable | 5.7 | 3.6 | 4.4 | 29.8 | 39.3 | 35.1 | 3.5 | 3.0 |
| Unsure/No Opinion | 10.5 | 4.4 | 6.7 | 0.0 | 12.9 | 7.2 | 38.0 | 24.3 |
| Never Heard Of | 2.2 | 1.7 | 1.9 | 0.0 | 0.0 | 0.0 | 0.5 | 13.1 |
| TOTAL FAVORABLE | 71.4 | 77.7 | 75.2 | 29.8 | 17.7 | 23.0 | 46.6 | 53.7 |
| TOTAL UNFAVORABLE | 15.9 | 16.3 | 16.1 | 70.2 | 69.5 | 69.8 | 14.9 | 8.8 |
| NET | 55.5 | 61.4 | 59.1 | -40.5 | -51.8 | -46.8 | 31.7 | 44.9 |

| Q9 Ashcroft Image | Q11 Kehoe Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very Favorable | 34.4 | 18.7 | 23.5 | 3.7 | 8.4 | 5.2 | 14.2 | 20.3 |
| Somewhat Favorable | 29.7 | 56.0 | 47.9 | 26.2 | 35.2 | 29.2 | 25.8 | 35.0 |
| Somewhat Unfavorable | 22.9 | 11.4 | 15.0 | 36.9 | 5.4 | 26.4 | 12.1 | 3.9 |
| Very Unfavorable | 4.7 | 2.2 | 3.0 | 27.3 | 51.1 | 35.3 | 3.9 | 4.3 |
| Unsure/No Opinion | 6.0 | 11.1 | 9.5 | 3.0 | 0.0 | 2.0 | 41.9 | 22.6 |
| Never Heard Of | 2.2 | 0.6 | 1.1 | 2.9 | 0.0 | 2.0 | 1.9 | 13.8 |
| TOTAL FAVORABLE | 64.1 | 74.6 | 71.4 | 29.9 | 43.5 | 34.4 | 40.1 | 55.3 |
| TOTAL UNFAVORABLE | 27.6 | 13.6 | 17.9 | 64.2 | 56.5 | 61.6 | 16.0 | 8.3 |
| NET | 36.5 | 61.0 | 53.5 | -34.4 | -13.0 | -27.2 | 24.0 | 47.0 |

| Q9 Ashcroft Image | Q12 Gov Test Ballot | | | |
|---|---|---|---|---|
| | Jay Ashcroft | Bill Eigel | Mike Kehoe | Undecided |
| Very Favorable | 37.1 | 9.0 | 9.9 | 6.8 |
| Somewhat Favorable | 46.2 | 43.5 | 37.3 | 22.1 |
| Somewhat Unfavorable | 3.5 | 19.7 | 23.9 | 11.2 |
| Very Unfavorable | 0.4 | 6.1 | 15.4 | 8.2 |
| Unsure/No Opinion | 11.4 | 17.4 | 11.9 | 40.0 |
| Never Heard Of | 1.4 | 4.4 | 1.5 | 11.7 |
| TOTAL FAVORABLE | 83.3 | 52.5 | 47.2 | 28.9 |
| TOTAL UNFAVORABLE | 3.8 | 25.8 | 39.4 | 19.3 |
| NET | 79.5 | 26.7 | 7.8 | 9.6 |

| Q9 Ashcroft Image | Primary Vote History | | | | |
|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 |
| Very Favorable | 13.8 | 11.9 | 17.8 | 17.9 | 22.5 |
| Somewhat Favorable | 21.5 | 35.1 | 30.6 | 39.1 | 38.8 |
| Somewhat Unfavorable | 4.9 | 9.9 | 12.5 | 11.3 | 11.8 |
| Very Unfavorable | 0.0 | 5.5 | 9.8 | 3.7 | 6.4 |
| Unsure/No Opinion | 32.3 | 27.8 | 22.1 | 24.5 | 19.4 |
| Never Heard Of | 27.5 | 9.9 | 7.3 | 3.6 | 1.1 |
| TOTAL FAVORABLE | 35.3 | 47.0 | 48.3 | 57.0 | 61.4 |
| TOTAL UNFAVORABLE | 4.9 | 15.4 | 22.3 | 15.0 | 18.2 |
| NET | 30.4 | 31.5 | 26.0 | 42.0 | 43.2 |

| Q9 Ashcroft Image | Cell vs LL | |
|---|---|---|
| | Cellphone | Landline |
| Very Favorable | 16.3 | 27.9 |
| Somewhat Favorable | 35.0 | 38.5 |
| Somewhat Unfavorable | 13.0 | 2.6 |
| Very Unfavorable | 6.8 | 2.4 |
| Unsure/No Opinion | 23.2 | 22.8 |
| Never Heard Of | 5.7 | 5.7 |
| TOTAL FAVORABLE | 51.3 | 66.5 |
| TOTAL UNFAVORABLE | 19.9 | 5.0 |
| NET | 31.4 | 61.5 |

**10. Do you have a favorable or unfavorable opinion of Bill Eigel?**

| | Q3 Gender | |
|---|---|---|
| Q10 Eigel Image | Female | Male |
| Very Favorable | 8.8 | 8.5 |
| Somewhat Favorable | 10.8 | 16.8 |
| Somewhat Unfavorable | 3.2 | 4.0 |
| Very Unfavorable | 3.4 | 5.6 |
| Unsure/No Opinion | 31.1 | 29.2 |
| Never Heard Of | 42.8 | 36.0 |
| TOTAL FAVORABLE | 19.6 | 25.3 |
| TOTAL UNFAVORABLE | 6.6 | 9.6 |
| NET | 13.0 | 15.7 |

| | Q4 Age | | | | |
|---|---|---|---|---|---|
| Q10 Eigel Image | 18-34 years old | 35-49 years old | 50-64 years old | 65 and older | Refused |
| Very Favorable | 10.9 | 5.8 | 7.4 | 10.3 | 0.0 |
| Somewhat Favorable | 2.2 | 15.0 | 16.4 | 13.4 | 38.2 |
| Somewhat Unfavorable | 4.9 | 6.2 | 2.6 | 3.0 | 0.0 |
| Very Unfavorable | 11.9 | 6.6 | 1.7 | 4.3 | 0.0 |
| Unsure/No Opinion | 25.2 | 30.1 | 36.1 | 27.3 | 26.4 |
| Never Heard Of | 45.0 | 36.3 | 35.8 | 41.7 | 35.4 |
| TOTAL FAVORABLE | 13.2 | 20.8 | 23.8 | 23.7 | 38.2 |
| TOTAL UNFAVORABLE | 16.7 | 12.8 | 4.3 | 7.3 | 0.0 |
| NET | -3.6 | 8.0 | 19.5 | 16.4 | 38.2 |

| | Geo - Media Market | | | | |
|---|---|---|---|---|---|
| Q10 Eigel Image | St. Louis | Kansas City | Springfield Mo | Columbia-Jefferson City | Rest of State |
| Very Favorable | 12.2 | 8.2 | 3.9 | 7.4 | 8.5 |
| Somewhat Favorable | 16.8 | 10.1 | 13.3 | 13.8 | 13.5 |
| Somewhat Unfavorable | 5.6 | 1.7 | 3.6 | 7.2 | 0.0 |
| Very Unfavorable | 6.8 | 1.0 | 0.0 | 12.0 | 5.9 |
| Unsure/No Opinion | 26.5 | 37.8 | 30.8 | 27.0 | 28.6 |
| Never Heard Of | 32.1 | 41.1 | 48.4 | 32.7 | 43.5 |
| TOTAL FAVORABLE | 29.0 | 18.3 | 17.2 | 21.1 | 22.0 |
| TOTAL UNFAVORABLE | 12.4 | 2.8 | 3.6 | 19.2 | 5.9 |
| NET | 16.6 | 15.6 | 13.6 | 2.0 | 16.1 |

| | Q5 Party | | | | |
|---|---|---|---|---|---|
| Q10 Eigel Image | Republican | Democrat | Independent | Something else | Don't know |
| Very Favorable | 8.7 | 0.0 | 8.1 | 12.2 | 0.0 |
| Somewhat Favorable | 15.4 | 0.0 | 11.6 | 9.2 | 0.0 |
| Somewhat Unfavorable | 1.6 | 31.1 | 7.0 | 7.9 | 17.7 |
| Very Unfavorable | 3.4 | 38.7 | 8.3 | 2.3 | 0.0 |
| Unsure/No Opinion | 29.1 | 30.2 | 29.9 | 31.7 | 82.3 |
| Never Heard Of | 41.8 | 0.0 | 35.2 | 36.7 | 0.0 |
| TOTAL FAVORABLE | 24.1 | 0.0 | 19.7 | 21.4 | 0.0 |
| TOTAL UNFAVORABLE | 5.0 | 69.8 | 15.3 | 10.2 | 17.7 |
| NET | 19.0 | -69.8 | 4.4 | 11.2 | -17.7 |

| | Q6 Republican Type | | | | | |
|---|---|---|---|---|---|---|
| Q10 Eigel Image | Trump / America First Republican | Traditional Republican | Social conservative | Libertarian | Something else | Don't know |
| Very Favorable | 9.1 | 8.5 | 7.3 | 20.5 | 0.0 | 8.7 |
| Somewhat Favorable | 15.2 | 17.5 | 10.4 | 34.4 | 24.5 | 0.0 |
| Somewhat Unfavorable | 1.0 | 0.8 | 1.9 | 7.3 | 11.4 | 0.0 |
| Very Unfavorable | 2.7 | 8.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| Unsure/No Opinion | 27.0 | 30.9 | 36.8 | 27.4 | 29.3 | 30.1 |
| Never Heard Of | 45.1 | 33.5 | 43.6 | 10.4 | 34.7 | 61.2 |
| TOTAL FAVORABLE | 24.3 | 26.0 | 17.6 | 54.9 | 24.5 | 8.7 |
| TOTAL UNFAVORABLE | 3.7 | 9.6 | 1.9 | 7.3 | 11.4 | 0.0 |
| NET | 20.6 | 16.4 | 15.7 | 47.6 | 13.1 | 8.7 |

| Q10 Eigel Image | Q7 Ideology | | | | | | |
|---|---|---|---|---|---|---|---|
| | Very conservative | Somewhat conservative | TOTAL CONSERVATIVE | Moderate | Progressive | Don't know | MODERATE + PROGRESSIVE |
| Very Favorable | 13.5 | 6.1 | 10.4 | 1.8 | 0.0 | 5.9 | 1.6 |
| Somewhat Favorable | 13.4 | 16.5 | 14.7 | 12.9 | 11.0 | 0.0 | 12.7 |
| Somewhat Unfavorable | 1.4 | 4.4 | 2.7 | 8.8 | 0.0 | 0.0 | 8.0 |
| Very Unfavorable | 2.8 | 4.2 | 3.4 | 6.8 | 38.3 | 0.0 | 9.8 |
| Unsure/No Opinion | 28.9 | 31.3 | 29.9 | 31.0 | 42.2 | 24.3 | 32.1 |
| Never Heard Of | 40.0 | 37.4 | 38.9 | 38.7 | 8.5 | 69.7 | 35.9 |
| TOTAL FAVORABLE | 26.9 | 22.6 | 25.1 | 14.7 | 11.0 | 5.9 | 14.3 |
| TOTAL UNFAVORABLE | 4.3 | 8.7 | 6.1 | 15.7 | 38.3 | 0.0 | 17.8 |
| NET | 22.6 | 14.0 | 19.0 | -1.0 | -27.4 | 5.9 | -3.4 |

| Q10 Eigel Image | Q1 Voter Likelihood | | |
|---|---|---|---|
| | Definitely vote | Probably vote | Fifty-fifty chance |
| Very Favorable | 9.4 | 3.4 | 0.0 |
| Somewhat Favorable | 13.6 | 16.7 | 8.8 |
| Somewhat Unfavorable | 3.5 | 3.8 | 6.7 |
| Very Unfavorable | 4.7 | 3.8 | 0.0 |
| Unsure/No Opinion | 30.6 | 23.8 | 41.9 |
| Never Heard Of | 38.1 | 48.5 | 42.6 |
| TOTAL FAVORABLE | 23.0 | 20.1 | 8.8 |
| TOTAL UNFAVORABLE | 8.2 | 7.6 | 6.7 |
| NET | 14.8 | 12.5 | 2.0 |

| Q10 Eigel Image | Q8 Trump Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very Favorable | 11.7 | 7.7 | 10.3 | 3.9 | 0.0 | 1.5 | 0.0 | 0.0 |
| Somewhat Favorable | 14.4 | 17.5 | 15.5 | 9.2 | 5.5 | 6.9 | 7.1 | 0.0 |
| Somewhat Unfavorable | 1.3 | 2.8 | 1.8 | 9.8 | 16.0 | 13.7 | 3.9 | 0.0 |
| Very Unfavorable | 3.2 | 5.4 | 4.0 | 2.9 | 12.5 | 8.8 | 0.0 | 0.0 |
| Unsure/No Opinion | 27.9 | 29.5 | 28.4 | 37.5 | 34.4 | 35.6 | 45.4 | 0.0 |
| Never Heard Of | 41.5 | 37.2 | 40.0 | 36.6 | 31.5 | 33.5 | 43.6 | 100.0 |
| TOTAL FAVORABLE | 26.2 | 25.1 | 25.8 | 13.1 | 5.5 | 8.4 | 7.1 | 0.0 |
| TOTAL UNFAVORABLE | 4.5 | 8.2 | 5.7 | 12.8 | 28.5 | 22.5 | 3.9 | 0.0 |
| NET | 21.7 | 17.0 | 20.1 | 0.3 | -23.0 | -14.1 | 3.2 | 0.0 |

|  | Q9 Ashcroft Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Q10 Eigel Image | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very Favorable | 11.7 | 11.3 | 11.4 | 7.9 | 8.1 | 8.0 | 3.9 | 3.4 |
| Somewhat Favorable | 16.5 | 21.8 | 20.0 | 15.7 | 8.3 | 13.1 | 2.6 | 4.2 |
| Somewhat Unfavorable | 2.1 | 1.9 | 2.0 | 13.0 | 17.7 | 14.6 | 0.0 | 0.0 |
| Very Unfavorable | 2.5 | 0.9 | 1.5 | 12.2 | 29.3 | 18.2 | 2.5 | 0.0 |
| Unsure/No Opinion | 29.9 | 24.0 | 26.0 | 30.6 | 17.5 | 26.0 | 49.6 | 2.5 |
| Never Heard Of | 37.3 | 40.1 | 39.1 | 20.7 | 19.2 | 20.1 | 41.4 | 90.0 |
| TOTAL FAVORABLE | 28.2 | 33.0 | 31.4 | 23.6 | 16.3 | 21.0 | 6.5 | 7.6 |
| TOTAL UNFAVORABLE | 4.6 | 2.8 | 3.5 | 25.1 | 47.0 | 32.8 | 2.5 | 0.0 |
| NET | 23.5 | 30.2 | 27.9 | -1.6 | -30.7 | -11.8 | 4.0 | 7.6 |

|  | Q11 Kehoe Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Q10 Eigel Image | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very Favorable | 18.7 | 11.2 | 13.5 | 14.1 | 26.5 | 18.2 | 4.8 | 5.7 |
| Somewhat Favorable | 19.0 | 29.5 | 26.3 | 18.7 | 10.4 | 15.9 | 9.1 | 6.9 |
| Somewhat Unfavorable | 2.8 | 1.6 | 2.0 | 35.2 | 9.1 | 26.5 | 3.0 | 0.6 |
| Very Unfavorable | 23.0 | 2.4 | 8.8 | 12.9 | 20.7 | 15.5 | 1.3 | 1.3 |
| Unsure/No Opinion | 15.0 | 30.5 | 25.7 | 13.0 | 8.4 | 11.4 | 66.2 | 5.9 |
| Never Heard Of | 21.5 | 24.8 | 23.8 | 6.1 | 24.9 | 12.4 | 15.5 | 79.4 |
| TOTAL FAVORABLE | 37.8 | 40.7 | 39.8 | 32.7 | 37.0 | 34.2 | 13.9 | 12.7 |
| TOTAL UNFAVORABLE | 25.8 | 4.0 | 10.7 | 48.2 | 29.8 | 42.0 | 4.3 | 2.0 |
| NET | 12.0 | 36.7 | 29.1 | -15.4 | 7.2 | -7.9 | 9.6 | 10.7 |

|  | Q12 Gov Test Ballot | | | |
|---|---|---|---|---|
| Q10 Eigel Image | Jay Ashcroft | Bill Eigel | Mike Kehoe | Undecided |
| Very Favorable | 2.8 | 50.6 | 4.3 | 1.1 |
| Somewhat Favorable | 14.5 | 34.8 | 10.7 | 7.1 |
| Somewhat Unfavorable | 2.4 | 0.0 | 13.0 | 2.7 |
| Very Unfavorable | 0.5 | 0.0 | 20.6 | 4.3 |
| Unsure/No Opinion | 31.9 | 13.5 | 23.4 | 36.6 |
| Never Heard Of | 48.0 | 1.1 | 28.0 | 48.2 |
| TOTAL FAVORABLE | 17.3 | 85.4 | 15.0 | 8.3 |
| TOTAL UNFAVORABLE | 2.9 | 0.0 | 33.7 | 7.0 |
| NET | 14.4 | 85.4 | -18.7 | 1.3 |

| Q10 Eigel Image | Primary Vote History | | | | |
|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 |
| Very Favorable | 8.7 | 4.4 | 4.0 | 8.8 | 13.4 |
| Somewhat Favorable | 3.0 | 16.2 | 11.5 | 14.4 | 15.9 |
| Somewhat Unfavorable | 0.0 | 4.9 | 6.5 | 2.1 | 2.7 |
| Very Unfavorable | 0.0 | 5.5 | 3.3 | 3.3 | 6.6 |
| Unsure/No Opinion | 23.8 | 32.9 | 33.6 | 25.4 | 31.1 |
| Never Heard Of | 64.5 | 36.2 | 41.3 | 45.9 | 30.3 |
| TOTAL FAVORABLE | 11.7 | 20.6 | 15.5 | 23.3 | 29.2 |
| TOTAL UNFAVORABLE | 0.0 | 10.3 | 9.7 | 5.4 | 9.3 |
| NET | 11.7 | 10.3 | 5.7 | 17.8 | 19.9 |

| Q10 Eigel Image | Cell vs LL | |
|---|---|---|
| | Cellphone | Landline |
| Very Favorable | 9.1 | 6.4 |
| Somewhat Favorable | 14.1 | 12.8 |
| Somewhat Unfavorable | 3.9 | 2.1 |
| Very Unfavorable | 5.3 | 0.7 |
| Unsure/No Opinion | 30.6 | 28.0 |
| Never Heard Of | 37.0 | 49.9 |
| TOTAL FAVORABLE | 23.2 | 19.2 |
| TOTAL UNFAVORABLE | 9.2 | 2.9 |
| NET | 14.0 | 16.3 |

**11. Do you have a favorable or unfavorable opinion of Mike Kehoe?**

| Q11 Kehoe Image | Q3 Gender | |
|---|---|---|
| | Female | Male |
| Very Favorable | 6.8 | 11.0 |
| Somewhat Favorable | 19.8 | 20.5 |
| Somewhat Unfavorable | 4.0 | 5.5 |
| Very Unfavorable | 2.9 | 1.9 |
| Unsure/No Opinion | 31.8 | 28.1 |
| Never Heard Of | 34.7 | 32.9 |
| TOTAL FAVORABLE | 26.6 | 31.5 |
| TOTAL UNFAVORABLE | 6.9 | 7.4 |
| NET | 19.7 | 24.1 |

| Q11 Kehoe Image | Q4 Age | | | | |
|---|---|---|---|---|---|
| | 18-34 years old | 35-49 years old | 50-64 years old | 65 and older | Refused |
| Very Favorable | 16.1 | 9.7 | 8.4 | 8.0 | 0.0 |
| Somewhat Favorable | 5.7 | 21.9 | 22.9 | 20.2 | 0.0 |
| Somewhat Unfavorable | 10.8 | 6.9 | 4.2 | 3.4 | 0.0 |
| Very Unfavorable | 0.0 | 2.3 | 0.8 | 3.8 | 0.0 |
| Unsure/No Opinion | 31.9 | 34.8 | 32.3 | 25.8 | 64.6 |
| Never Heard Of | 35.6 | 24.4 | 31.3 | 38.7 | 35.4 |
| TOTAL FAVORABLE | 21.7 | 31.5 | 31.3 | 28.2 | 0.0 |
| TOTAL UNFAVORABLE | 10.8 | 9.2 | 5.0 | 7.2 | 0.0 |
| NET | 10.9 | 22.3 | 26.3 | 21.0 | 0.0 |

| Q11 Kehoe Image | Geo - Media Market | | | | |
|---|---|---|---|---|---|
| | St. Louis | Kansas City | Springfield Mo | Columbia-Jefferson City | Rest of State |
| Very Favorable | 6.4 | 8.3 | 3.7 | 34.0 | 8.1 |
| Somewhat Favorable | 21.0 | 17.1 | 18.2 | 35.0 | 16.8 |
| Somewhat Unfavorable | 5.8 | 1.4 | 6.8 | 5.2 | 4.2 |
| Very Unfavorable | 4.3 | 0.7 | 0.9 | 7.6 | 0.0 |
| Unsure/No Opinion | 31.9 | 34.2 | 29.3 | 13.4 | 30.1 |
| Never Heard Of | 30.6 | 38.3 | 41.1 | 4.8 | 40.7 |
| TOTAL FAVORABLE | 27.4 | 25.4 | 21.9 | 69.0 | 24.9 |
| TOTAL UNFAVORABLE | 10.1 | 2.1 | 7.7 | 12.9 | 4.2 |
| NET | 17.3 | 23.3 | 14.2 | 56.2 | 20.7 |

| Q11 Kehoe Image | Q5 Party | | | | |
|---|---|---|---|---|---|
| | Republican | Democrat | Independent | Something else | Don't know |
| Very Favorable | 9.8 | 0.0 | 6.2 | 11.2 | 0.0 |
| Somewhat Favorable | 20.7 | 0.0 | 20.3 | 16.1 | 17.7 |
| Somewhat Unfavorable | 2.4 | 31.1 | 12.0 | 5.4 | 0.0 |
| Very Unfavorable | 1.4 | 38.7 | 2.1 | 10.5 | 0.0 |
| Unsure/No Opinion | 29.6 | 30.2 | 27.8 | 33.1 | 69.1 |
| Never Heard Of | 36.1 | 0.0 | 31.6 | 23.7 | 13.2 |
| TOTAL FAVORABLE | 30.5 | 0.0 | 26.5 | 27.3 | 17.7 |
| TOTAL UNFAVORABLE | 3.8 | 69.8 | 14.1 | 15.9 | 0.0 |
| NET | 26.7 | -69.8 | 12.4 | 11.4 | 17.7 |

| Q11 Kehoe Image | Q6 Republican Type | | | | | |
|---|---|---|---|---|---|---|
| | Trump / America First Republican | Traditional Republican | Social conservative | Libertarian | Something else | Don't know |
| Very Favorable | 10.2 | 9.8 | 6.4 | 19.2 | 10.1 | 8.0 |
| Somewhat Favorable | 18.7 | 25.0 | 34.9 | 6.2 | 14.4 | 0.0 |
| Somewhat Unfavorable | 1.2 | 4.8 | 1.9 | 6.1 | 6.1 | 0.0 |
| Very Unfavorable | 1.9 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| Unsure/No Opinion | 32.8 | 26.3 | 18.5 | 36.0 | 32.8 | 32.1 |
| Never Heard Of | 35.2 | 32.3 | 38.2 | 32.5 | 36.6 | 59.9 |
| TOTAL FAVORABLE | 28.9 | 34.8 | 41.4 | 25.4 | 24.5 | 8.0 |
| TOTAL UNFAVORABLE | 3.1 | 6.6 | 1.9 | 6.1 | 6.1 | 0.0 |
| NET | 25.8 | 28.1 | 39.4 | 19.3 | 18.4 | 8.0 |

| Q11 Kehoe Image | Q7 Ideology | | | | | | |
|---|---|---|---|---|---|---|---|
| | Very conservative | Somewhat conservative | TOTAL CONSERVATIVE | Moderate | Progressive | Don't know | MODERATE + PROGRESSIVE |
| Very Favorable | 10.9 | 9.1 | 10.2 | 5.9 | 0.0 | 0.0 | 5.3 |
| Somewhat Favorable | 20.0 | 24.6 | 21.9 | 14.7 | 17.7 | 6.6 | 15.0 |
| Somewhat Unfavorable | 2.1 | 6.4 | 3.9 | 5.6 | 34.7 | 5.9 | 8.3 |
| Very Unfavorable | 1.8 | 1.2 | 1.6 | 5.8 | 11.5 | 0.0 | 6.3 |
| Unsure/No Opinion | 29.4 | 28.9 | 29.2 | 33.9 | 24.0 | 30.1 | 33.0 |
| Never Heard Of | 35.9 | 29.6 | 33.3 | 34.1 | 12.1 | 57.4 | 32.0 |
| TOTAL FAVORABLE | 30.9 | 33.7 | 32.1 | 20.6 | 17.7 | 6.6 | 20.4 |
| TOTAL UNFAVORABLE | 3.9 | 7.7 | 5.5 | 11.4 | 46.2 | 5.9 | 14.7 |
| NET | 27.0 | 26.1 | 26.6 | 9.2 | -28.5 | 0.7 | 5.7 |

| Q11 Kehoe Image | Q1 Voter Likelihood | | |
|---|---|---|---|
| | Definitely vote | Probably vote | Fifty-fifty chance |
| Very Favorable | 9.7 | 2.6 | 8.8 |
| Somewhat Favorable | 20.2 | 22.9 | 0.0 |
| Somewhat Unfavorable | 5.4 | 0.0 | 0.0 |
| Very Unfavorable | 2.6 | 1.4 | 0.0 |
| Unsure/No Opinion | 29.2 | 31.8 | 57.1 |
| Never Heard Of | 32.9 | 41.2 | 34.1 |
| TOTAL FAVORABLE | 29.9 | 25.5 | 8.8 |
| TOTAL UNFAVORABLE | 8.0 | 1.4 | 0.0 |
| NET | 21.9 | 24.1 | 8.8 |

| Q11 Kehoe Image | Q8 Trump Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very Favorable | 10.5 | 9.8 | 10.2 | 1.9 | 6.0 | 4.5 | 0.0 | 0.0 |
| Somewhat Favorable | 17.0 | 26.9 | 20.4 | 19.0 | 15.9 | 17.1 | 26.9 | 0.0 |
| Somewhat Unfavorable | 3.4 | 2.0 | 2.9 | 13.4 | 17.0 | 15.6 | 3.5 | 0.0 |
| Very Unfavorable | 1.8 | 1.4 | 1.7 | 3.6 | 9.6 | 7.3 | 0.0 | 0.0 |
| Unsure/No Opinion | 29.3 | 29.2 | 29.3 | 34.8 | 33.2 | 33.8 | 29.9 | 0.0 |
| Never Heard Of | 38.0 | 30.8 | 35.5 | 27.3 | 18.4 | 21.8 | 39.7 | 100.0 |
| TOTAL FAVORABLE | 27.5 | 36.7 | 30.6 | 20.9 | 21.9 | 21.5 | 26.9 | 0.0 |
| TOTAL UNFAVORABLE | 5.2 | 3.3 | 4.6 | 17.0 | 26.5 | 22.9 | 3.5 | 0.0 |
| NET | 22.2 | 33.3 | 26.0 | 3.9 | -4.6 | -1.3 | 23.4 | 0.0 |

| | Q9 Ashcroft Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Q11 Kehoe Image | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very Favorable | 16.8 | 7.5 | 10.7 | 18.4 | 6.9 | 14.4 | 2.3 | 3.5 |
| Somewhat Favorable | 20.5 | 31.7 | 27.9 | 20.5 | 7.5 | 15.9 | 9.7 | 2.2 |
| Somewhat Unfavorable | 1.0 | 3.5 | 2.7 | 15.8 | 21.7 | 17.8 | 0.6 | 2.5 |
| Very Unfavorable | 1.1 | 2.4 | 1.9 | 1.2 | 20.3 | 7.9 | 0.0 | 0.0 |
| Unsure/No Opinion | 23.2 | 21.7 | 22.2 | 32.3 | 19.5 | 27.8 | 54.3 | 10.2 |
| Never Heard Of | 37.4 | 33.2 | 34.6 | 11.8 | 24.1 | 16.2 | 33.1 | 81.6 |
| TOTAL FAVORABLE | 37.3 | 39.2 | 38.5 | 38.9 | 14.4 | 30.3 | 12.0 | 5.7 |
| TOTAL UNFAVORABLE | 2.0 | 5.9 | 4.6 | 16.9 | 42.0 | 25.7 | 0.6 | 2.5 |
| NET | 35.3 | 33.3 | 33.9 | 21.9 | -27.5 | 4.6 | 11.4 | 3.3 |

| | Q10 Eigel Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Q11 Kehoe Image | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very Favorable | 19.5 | 12.3 | 15.0 | 6.9 | 45.7 | 28.5 | 4.5 | 4.9 |
| Somewhat Favorable | 26.1 | 42.9 | 36.4 | 8.9 | 10.9 | 10.0 | 20.4 | 12.7 |
| Somewhat Unfavorable | 7.8 | 6.4 | 7.0 | 47.1 | 13.8 | 28.5 | 2.1 | 0.7 |
| Very Unfavorable | 7.4 | 1.8 | 3.9 | 6.1 | 11.0 | 8.8 | 0.7 | 1.5 |
| Unsure/No Opinion | 16.7 | 19.6 | 18.5 | 24.9 | 8.7 | 15.9 | 65.8 | 11.8 |
| Never Heard Of | 22.5 | 16.9 | 19.1 | 6.1 | 9.9 | 8.2 | 6.6 | 68.3 |
| TOTAL FAVORABLE | 45.5 | 55.2 | 51.5 | 15.8 | 56.6 | 38.5 | 24.9 | 17.6 |
| TOTAL UNFAVORABLE | 15.2 | 8.3 | 10.9 | 53.1 | 24.8 | 37.3 | 2.7 | 2.3 |
| NET | 30.3 | 46.9 | 40.6 | -37.3 | 31.8 | 1.2 | 22.1 | 15.3 |

| | Q12 Gov Test Ballot | | | |
|---|---|---|---|---|
| Q11 Kehoe Image | Jay Ashcroft | Bill Eigel | Mike Kehoe | Undecided |
| Very Favorable | 5.4 | 5.9 | 45.1 | 0.8 |
| Somewhat Favorable | 20.6 | 24.6 | 39.3 | 11.5 |
| Somewhat Unfavorable | 2.8 | 11.8 | 5.1 | 4.2 |
| Very Unfavorable | 1.8 | 4.9 | 2.9 | 1.9 |
| Unsure/No Opinion | 27.1 | 28.0 | 3.1 | 42.6 |
| Never Heard Of | 42.2 | 24.8 | 4.5 | 39.0 |
| TOTAL FAVORABLE | 26.0 | 30.6 | 84.4 | 12.3 |
| TOTAL UNFAVORABLE | 4.6 | 16.6 | 7.9 | 6.1 |
| NET | 21.4 | 13.9 | 76.5 | 6.1 |

| Q11 Kehoe Image | Primary Vote History | | | | |
|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 |
| Very Favorable | 5.1 | 3.3 | 4.0 | 10.4 | 14.3 |
| Somewhat Favorable | 8.9 | 19.6 | 13.7 | 20.2 | 26.5 |
| Somewhat Unfavorable | 0.0 | 5.7 | 7.9 | 3.8 | 3.8 |
| Very Unfavorable | 2.4 | 0.0 | 3.8 | 0.7 | 3.7 |
| Unsure/No Opinion | 30.6 | 31.7 | 37.3 | 28.9 | 24.8 |
| Never Heard Of | 52.9 | 39.8 | 33.2 | 36.0 | 26.9 |
| TOTAL FAVORABLE | 14.0 | 22.8 | 17.7 | 30.6 | 40.8 |
| TOTAL UNFAVORABLE | 2.4 | 5.7 | 11.7 | 4.4 | 7.5 |
| NET | 11.6 | 17.1 | 6.0 | 26.2 | 33.3 |

| Q11 Kehoe Image | Cell vs LL | |
|---|---|---|
| | Cellphone | Landline |
| Very Favorable | 8.2 | 12.4 |
| Somewhat Favorable | 18.8 | 26.5 |
| Somewhat Unfavorable | 5.3 | 2.6 |
| Very Unfavorable | 2.4 | 2.6 |
| Unsure/No Opinion | 31.5 | 22.5 |
| Never Heard Of | 33.9 | 33.4 |
| TOTAL FAVORABLE | 27.0 | 38.9 |
| TOTAL UNFAVORABLE | 7.6 | 5.2 |
| NET | 19.4 | 33.7 |

**12. If the Republican primary election for Governor was held today, and the candidates were Jay Ashcroft, Bill Eigel, and Mike Kehoe, who would you vote for?**

| Q12 Gov Test Ballot | Q3 Gender | |
| --- | --- | --- |
| | Female | Male |
| Jay Ashcroft | 36.4 | 35.3 |
| Bill Eigel | 10.7 | 15.4 |
| Mike Kehoe | 12.1 | 14.2 |
| Undecided | 40.8 | 35.1 |

| Q12 Gov Test Ballot | Q4 Age | | | | |
| --- | --- | --- | --- | --- | --- |
| | 18-34 years old | 35-49 years old | 50-64 years old | 65 and older | Refused |
| Jay Ashcroft | 15.4 | 25.6 | 38.9 | 41.7 | 0.0 |
| Bill Eigel | 6.7 | 10.7 | 14.9 | 14.1 | 0.0 |
| Mike Kehoe | 12.8 | 17.9 | 10.0 | 12.9 | 38.2 |
| Undecided | 65.0 | 45.8 | 36.2 | 31.2 | 61.8 |

| Q12 Gov Test Ballot | Geo - Media Market | | | | |
| --- | --- | --- | --- | --- | --- |
| | St. Louis | Kansas City | Springfield Mo | Columbia-Jefferson City | Rest of State |
| Jay Ashcroft | 30.3 | 40.5 | 41.8 | 16.5 | 44.0 |
| Bill Eigel | 18.6 | 11.6 | 10.9 | 10.0 | 8.6 |
| Mike Kehoe | 10.5 | 8.4 | 6.4 | 53.4 | 11.5 |
| Undecided | 40.6 | 39.6 | 40.9 | 20.2 | 35.9 |

| Q12 Gov Test Ballot | Q5 Party | | | | |
| --- | --- | --- | --- | --- | --- |
| | Republican | Democrat | Independent | Something else | Don't know |
| Jay Ashcroft | 39.3 | 0.0 | 28.0 | 30.0 | 27.8 |
| Bill Eigel | 12.1 | 0.0 | 14.7 | 18.4 | 17.7 |
| Mike Kehoe | 10.7 | 31.1 | 18.3 | 19.3 | 17.7 |
| Undecided | 37.9 | 68.9 | 39.0 | 32.3 | 36.8 |

| Q12 Gov Test Ballot | Q6 Republican Type | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| | Trump / America First Republican | Traditional Republican | Social conservative | Libertarian | Something else | Don't know |
| Jay Ashcroft | 33.5 | 47.3 | 54.1 | 19.7 | 55.3 | 27.5 |
| Bill Eigel | 15.1 | 9.6 | 2.8 | 35.2 | 0.0 | 8.7 |
| Mike Kehoe | 10.4 | 13.6 | 8.2 | 19.2 | 4.8 | 8.0 |
| Undecided | 41.0 | 29.5 | 34.9 | 25.9 | 39.9 | 55.9 |

| Q12 Gov Test Ballot | Q7 Ideology | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| | Very conservative | Somewhat conservative | TOTAL CONSERVATIVE | Moderate | Progressive | Don't know | MODERATE + PROGRESSIVE |
| Jay Ashcroft | 35.3 | 39.8 | 37.2 | 29.7 | 45.6 | 31.4 | 31.2 |
| Bill Eigel | 18.4 | 10.8 | 15.3 | 5.3 | 0.0 | 9.4 | 4.8 |
| Mike Kehoe | 10.7 | 14.9 | 12.5 | 19.0 | 0.0 | 6.6 | 17.2 |
| Undecided | 35.6 | 34.5 | 35.1 | 46.1 | 54.4 | 52.6 | 46.8 |

| Q12 Gov Test Ballot | Q1 Voter Likelihood | | |
| --- | --- | --- | --- |
| | Definitely vote | Probably vote | Fifty-fifty chance |
| Jay Ashcroft | 35.4 | 40.8 | 29.8 |
| Bill Eigel | 13.7 | 10.3 | 0.0 |
| Mike Kehoe | 13.3 | 12.8 | 8.8 |
| Undecided | 37.6 | 36.1 | 61.4 |

| Q12 Gov Test Ballot | Q8 Trump Image | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Jay Ashcroft | 39.2 | 32.7 | 36.9 | 37.2 | 21.3 | 27.4 | 45.8 | 0.0 |
| Bill Eigel | 16.8 | 9.8 | 14.4 | 11.0 | 5.5 | 7.6 | 6.9 | 0.0 |
| Mike Kehoe | 10.2 | 15.8 | 12.1 | 21.3 | 22.9 | 22.3 | 2.7 | 0.0 |
| Undecided | 33.9 | 41.7 | 36.6 | 30.5 | 50.3 | 42.7 | 44.7 | 100.0 |

| | Q9 Ashcroft Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Q12 Gov Test Ballot | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Jay Ashcroft | 72.5 | 46.6 | 55.4 | 11.1 | 2.2 | 7.9 | 17.8 | 8.8 |
| Bill Eigel | 6.4 | 16.0 | 12.7 | 23.1 | 13.1 | 19.6 | 9.9 | 10.0 |
| Mike Kehoe | 7.1 | 13.8 | 11.5 | 28.1 | 33.6 | 30.1 | 6.8 | 3.5 |
| Undecided | 14.0 | 23.6 | 20.3 | 37.7 | 51.1 | 42.4 | 65.6 | 77.7 |

| | Q10 Eigel Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Q12 Gov Test Ballot | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Jay Ashcroft | 11.5 | 37.5 | 27.5 | 23.6 | 3.9 | 12.6 | 37.9 | 43.8 |
| Bill Eigel | 76.9 | 32.9 | 49.8 | 0.0 | 0.0 | 0.0 | 5.9 | 0.4 |
| Mike Kehoe | 6.6 | 10.1 | 8.8 | 47.9 | 60.2 | 54.7 | 10.2 | 9.4 |
| Undecided | 5.0 | 19.4 | 13.9 | 28.5 | 36.0 | 32.6 | 46.0 | 46.4 |

| | Q11 Kehoe Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Q12 Gov Test Ballot | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Jay Ashcroft | 21.7 | 36.7 | 32.1 | 20.9 | 27.0 | 23.0 | 32.5 | 44.9 |
| Bill Eigel | 8.7 | 16.0 | 13.8 | 32.1 | 26.5 | 30.3 | 12.3 | 9.6 |
| Mike Kehoe | 66.3 | 25.7 | 38.2 | 13.9 | 15.8 | 14.5 | 1.4 | 1.8 |
| Undecided | 3.3 | 21.6 | 16.0 | 33.0 | 30.7 | 32.2 | 53.9 | 43.7 |

| | Primary Vote History | | | | |
|---|---|---|---|---|---|
| Q12 Gov Test Ballot | 0 | 1 | 2 | 3 | 4 |
| Jay Ashcroft | 30.7 | 37.6 | 33.0 | 39.5 | 35.2 |
| Bill Eigel | 0.0 | 13.9 | 11.7 | 7.9 | 19.7 |
| Mike Kehoe | 3.3 | 9.0 | 14.2 | 12.7 | 16.1 |
| Undecided | 66.0 | 39.5 | 41.1 | 39.8 | 29.0 |

| Q12 Gov Test Ballot | Cell vs LL | |
| --- | --- | --- |
| | Cellphone | Landline |
| Jay Ashcroft | 33.2 | 48.1 |
| Bill Eigel | 14.0 | 9.0 |
| Mike Kehoe | 11.8 | 19.7 |
| Undecided | 41.0 | 23.1 |

**And, just a few demographic questions to get started for statistical purposes only.**

### 3. Are you male or female?

| Q3 Gender | Q4 Age | | | | |
|---|---|---|---|---|---|
| | 18-34 years old | 35-49 years old | 50-64 years old | 65 and older | Refused |
| Female | 35.3 | 40.5 | 51.7 | 52.4 | 73.6 |
| Male | 64.7 | 59.5 | 48.3 | 47.6 | 26.4 |

| Q3 Gender | Geo - Media Market | | | | |
|---|---|---|---|---|---|
| | St. Louis | Kansas City | Springfield Mo | Columbia-Jefferson City | Rest of State |
| Female | 45.4 | 52.2 | 55.3 | 33.5 | 52.0 |
| Male | 54.6 | 47.8 | 44.7 | 66.5 | 48.0 |

| Q3 Gender | Q5 Party | | | | |
|---|---|---|---|---|---|
| | Republican | Democrat | Independent | Something else | Don't know |
| Female | 51.7 | 100.0 | 40.6 | 41.5 | 52.6 |
| Male | 48.3 | 0.0 | 59.4 | 58.5 | 47.4 |

| Q3 Gender | Q6 Republican Type | | | | | |
|---|---|---|---|---|---|---|
| | Trump / America First Republican | Traditional Republican | Social conservative | Libertarian | Something else | Don't know |
| Female | 47.7 | 49.7 | 64.7 | 16.3 | 71.5 | 76.9 |
| Male | 52.3 | 50.3 | 35.3 | 83.7 | 28.5 | 23.1 |

| Q3 Gender | Q7 Ideology | | | | | | |
|---|---|---|---|---|---|---|---|
| | Very conservative | Somewhat conservative | TOTAL CONSERVATIVE | Moderate | Progressive | Don't know | MODERATE + PROGRESSIVE |
| Female | 48.9 | 42.1 | 46.1 | 59.4 | 60.7 | 56.3 | 59.5 |
| Male | 51.1 | 57.9 | 53.9 | 40.6 | 39.3 | 43.7 | 40.5 |

| | Q1 Voter Likelihood | | |
|---|---|---|---|
| Q3 Gender | Definitely vote | Probably vote | Fifty-fifty chance |
| Female | 47.7 | 59.0 | 50.1 |
| Male | 52.3 | 41.0 | 49.9 |

| | Q8 Trump Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Q3 Gender | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Female | 48.7 | 50.2 | 49.2 | 44.6 | 39.6 | 41.5 | 69.9 | 0.0 |
| Male | 51.3 | 49.8 | 50.8 | 55.4 | 60.4 | 58.5 | 30.1 | 100.0 |

| | Q9 Ashcroft Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Q3 Gender | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Female | 54.0 | 43.8 | 47.3 | 42.4 | 50.2 | 45.1 | 55.1 | 50.2 |
| Male | 46.0 | 56.2 | 52.7 | 57.6 | 49.8 | 54.9 | 44.9 | 49.8 |

| | Q10 Eigel Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Q3 Gender | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Female | 49.6 | 38.1 | 42.5 | 43.4 | 36.4 | 39.5 | 50.5 | 53.2 |
| Male | 50.4 | 61.9 | 57.5 | 56.6 | 63.6 | 60.5 | 49.5 | 46.8 |

| | Q11 Kehoe Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Q3 Gender | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Female | 37.0 | 48.1 | 44.7 | 40.8 | 59.8 | 47.2 | 52.0 | 50.2 |
| Male | 63.0 | 51.9 | 55.3 | 59.2 | 40.2 | 52.8 | 48.0 | 49.8 |

| | Q12 Gov Test Ballot | | | |
|---|---|---|---|---|
| Q3 Gender | Jay Ashcroft | Bill Eigel | Mike Kehoe | Undecided |
| Female | 49.6 | 40.0 | 45.0 | 52.6 |
| Male | 50.4 | 60.0 | 55.0 | 47.4 |

| | Primary Vote History | | | | |
|---|---|---|---|---|---|
| Q3 Gender | 0 | 1 | 2 | 3 | 4 |
| Female | 50.7 | 42.0 | 47.2 | 55.5 | 47.7 |
| Male | 49.3 | 58.0 | 52.8 | 44.5 | 52.3 |

| | Cell vs LL | |
|---|---|---|
| Q3 Gender | Cellphone | Landline |
| Female | 44.6 | 69.0 |
| Male | 55.4 | 31.0 |

**4. Which age group best describes you?**

| Q4 Age | Q3 Gender | |
|---|---|---|
| | Female | Male |
| 18-34 years old | 5.1 | 9.0 |
| 35-49 years old | 15.3 | 21.5 |
| 50-64 years old | 29.5 | 26.4 |
| 65 and older | 49.3 | 42.8 |
| Refused | 0.8 | 0.3 |

| Q4 Age | Geo - Media Market | | | | |
|---|---|---|---|---|---|
| | St. Louis | Kansas City | Springfield Mo | Columbia-Jefferson City | Rest of State |
| 18-34 years old | 6.7 | 8.6 | 2.6 | 3.8 | 13.2 |
| 35-49 years old | 21.2 | 19.0 | 11.8 | 17.3 | 21.3 |
| 50-64 years old | 25.0 | 27.1 | 37.1 | 25.1 | 25.0 |
| 65 and older | 46.2 | 45.2 | 47.7 | 53.9 | 40.5 |
| Refused | 0.9 | 0.0 | 0.9 | 0.0 | 0.0 |

| Q4 Age | Q5 Party | | | | |
|---|---|---|---|---|---|
| | Republican | Democrat | Independent | Something else | Don't know |
| 18-34 years old | 6.8 | 0.0 | 5.2 | 14.9 | 17.2 |
| 35-49 years old | 16.2 | 31.1 | 25.7 | 15.8 | 34.2 |
| 50-64 years old | 28.6 | 30.2 | 26.5 | 30.1 | 0.0 |
| 65 and older | 47.8 | 38.7 | 42.5 | 39.2 | 48.6 |
| Refused | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 |

| Q4 Age | Q6 Republican Type | | | | | |
|---|---|---|---|---|---|---|
| | Trump / America First Republican | Traditional Republican | Social conservative | Libertarian | Something else | Don't know |
| 18-34 years old | 6.9 | 5.3 | 0.0 | 0.0 | 21.5 | 20.3 |
| 35-49 years old | 15.8 | 16.8 | 12.6 | 55.0 | 9.2 | 9.2 |
| 50-64 years old | 31.3 | 21.2 | 22.9 | 26.2 | 41.0 | 34.3 |
| 65 and older | 45.2 | 55.5 | 64.6 | 18.8 | 28.3 | 36.2 |
| Refused | 0.8 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 |

| Q4 Age | Q7 Ideology | | | | | | |
|---|---|---|---|---|---|---|---|
| | Very conservative | Somewhat conservative | TOTAL CONSERVATIVE | Moderate | Progressive | Don't know | MODERATE + PROGRESSIVE |
| 18-34 years old | 6.3 | 7.6 | 6.8 | 4.6 | 26.0 | 17.1 | 6.6 |
| 35-49 years old | 13.6 | 21.4 | 16.8 | 24.9 | 12.4 | 29.0 | 23.8 |
| 50-64 years old | 27.3 | 29.6 | 28.2 | 27.9 | 14.0 | 26.8 | 26.6 |
| 65 and older | 52.8 | 40.9 | 47.9 | 41.4 | 40.2 | 27.0 | 41.3 |
| Refused | 0.0 | 0.5 | 0.2 | 1.1 | 7.5 | 0.0 | 1.7 |

| Q4 Age | Q1 Voter Likelihood | | |
|---|---|---|---|
| | Definitely vote | Probably vote | Fifty-fifty chance |
| 18-34 years old | 6.6 | 8.0 | 27.8 |
| 35-49 years old | 18.2 | 23.1 | 6.7 |
| 50-64 years old | 27.5 | 31.8 | 23.1 |
| 65 and older | 47.1 | 37.1 | 42.4 |
| Refused | 0.6 | 0.0 | 0.0 |

| Q4 Age | Q8 Trump Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| 18-34 years old | 6.5 | 11.1 | 8.1 | 6.5 | 1.8 | 3.6 | 0.0 | 0.0 |
| 35-49 years old | 16.5 | 17.9 | 17.0 | 29.4 | 25.7 | 27.2 | 18.6 | 0.0 |
| 50-64 years old | 29.1 | 27.5 | 28.5 | 23.7 | 23.8 | 23.8 | 28.2 | 100.0 |
| 65 and older | 47.0 | 43.5 | 45.8 | 40.4 | 48.6 | 45.5 | 53.2 | 0.0 |
| Refused | 0.9 | 0.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

| Q4 Age | Q9 Ashcroft Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| 18-34 years old | 3.8 | 4.9 | 4.5 | 10.3 | 4.0 | 8.1 | 5.8 | 33.8 |
| 35-49 years old | 12.5 | 16.3 | 15.0 | 24.6 | 18.3 | 22.4 | 21.9 | 26.3 |
| 50-64 years old | 27.7 | 31.9 | 30.4 | 29.6 | 23.7 | 27.6 | 23.1 | 24.2 |
| 65 and older | 56.0 | 45.6 | 49.1 | 35.5 | 53.9 | 42.0 | 49.2 | 15.7 |
| Refused | 0.0 | 1.4 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

| Q4 Age | Q10 Eigel Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| 18-34 years old | 9.0 | 1.1 | 4.2 | 9.6 | 18.7 | 14.7 | 5.9 | 8.1 |
| 35-49 years old | 12.4 | 20.0 | 17.1 | 31.8 | 27.1 | 29.2 | 18.5 | 17.1 |
| 50-64 years old | 23.8 | 33.0 | 29.5 | 20.4 | 10.2 | 14.7 | 33.5 | 25.4 |
| 65 and older | 54.7 | 44.6 | 48.4 | 38.2 | 44.0 | 41.4 | 41.7 | 48.9 |
| Refused | 0.0 | 1.4 | 0.8 | 0.0 | 0.0 | 0.0 | 0.4 | 0.5 |

| Q4 Age | Q11 Kehoe Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| 18-34 years old | 12.7 | 2.0 | 5.3 | 16.0 | 0.0 | 10.7 | 7.6 | 7.5 |
| 35-49 years old | 19.9 | 20.1 | 20.1 | 26.8 | 17.6 | 23.7 | 21.5 | 13.4 |
| 50-64 years old | 26.3 | 31.7 | 30.1 | 24.6 | 9.4 | 19.5 | 30.1 | 25.8 |
| 65 and older | 41.1 | 46.2 | 44.6 | 32.6 | 73.0 | 46.1 | 39.7 | 52.8 |
| Refused | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 | 0.5 |

| Q4 Age | Q12 Gov Test Ballot | | | |
|---|---|---|---|---|
| | Jay Ashcroft | Bill Eigel | Mike Kehoe | Undecided |
| 18-34 years old | 3.1 | 3.7 | 6.9 | 12.2 |
| 35-49 years old | 13.2 | 15.1 | 25.2 | 22.4 |
| 50-64 years old | 30.3 | 31.7 | 21.3 | 26.6 |
| 65 and older | 53.5 | 49.6 | 45.2 | 38.0 |
| Refused | 0.0 | 0.0 | 1.5 | 0.8 |

| | Primary Vote History | | | | |
|---|---|---|---|---|---|
| Q4 Age | 0 | 1 | 2 | 3 | 4 |
| 18-34 years old | 19.2 | 12.9 | 6.3 | 6.8 | 3.5 |
| 35-49 years old | 30.2 | 26.7 | 19.4 | 23.0 | 9.4 |
| 50-64 years old | 22.0 | 26.3 | 36.0 | 26.6 | 24.9 |
| 65 and older | 28.6 | 33.2 | 37.5 | 42.9 | 62.2 |
| Refused | 0.0 | 1.0 | 0.8 | 0.7 | 0.0 |

| | Cell vs LL | |
|---|---|---|
| Q4 Age | Cellphone | Landline |
| 18-34 years old | 8.6 | 0.0 |
| 35-49 years old | 20.8 | 7.7 |
| 50-64 years old | 29.6 | 19.9 |
| 65 and older | 40.8 | 70.3 |
| Refused | 0.2 | 2.1 |

**5. In politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?**

| Q5 Party | Q3 Gender | |
|---|---|---|
| | Female | Male |
| Republican | 73.7 | 65.8 |
| Democrat | 1.2 | 0.0 |
| Independent | 17.8 | 24.9 |
| Something else | 6.0 | 8.1 |
| Don't know | 1.3 | 1.1 |

| Q5 Party | Q4 Age | | | | |
|---|---|---|---|---|---|
| | 18-34 years old | 35-49 years old | 50-64 years old | 65 and older | Refused |
| Republican | 66.3 | 60.8 | 71.3 | 72.3 | 100.0 |
| Democrat | 0.0 | 0.9 | 0.6 | 0.5 | 0.0 |
| Independent | 15.7 | 29.9 | 20.4 | 19.8 | 0.0 |
| Something else | 14.9 | 6.1 | 7.7 | 6.1 | 0.0 |
| Don't know | 3.0 | 2.3 | 0.0 | 1.3 | 0.0 |

| Q5 Party | Geo - Media Market | | | | |
|---|---|---|---|---|---|
| | St. Louis | Kansas City | Springfield Mo | Columbia-Jefferson City | Rest of State |
| Republican | 67.6 | 72.6 | 72.4 | 50.9 | 76.4 |
| Democrat | 1.2 | 0.0 | 0.8 | 0.0 | 0.0 |
| Independent | 22.9 | 19.7 | 19.5 | 34.1 | 16.6 |
| Something else | 5.7 | 6.7 | 7.3 | 15.0 | 6.1 |
| Don't know | 2.6 | 1.0 | 0.0 | 0.0 | 1.0 |

| Q5 Party | Q6 Republican Type | | | | | |
|---|---|---|---|---|---|---|
| | Trump / America First Republican | Traditional Republican | Social conservative | Libertarian | Something else | Don't know |
| Republican | 100.0 | 99.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Independent | 0.0 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 |

| Q5 Party | Q7 Ideology | | | | | | |
|---|---|---|---|---|---|---|---|
| | Very conservative | Somewhat conservative | TOTAL CONSERVATIVE | Moderate | Progressive | Don't know | MODERATE + PROGRESSIVE |
| Republican | 80.2 | 66.4 | 74.5 | 48.6 | 61.2 | 68.1 | 49.8 |
| Democrat | 0.0 | 0.5 | 0.2 | 2.3 | 0.0 | 0.0 | 2.1 |
| Independent | 11.1 | 27.2 | 17.8 | 38.1 | 12.1 | 28.4 | 35.7 |
| Something else | 8.8 | 5.3 | 7.3 | 4.8 | 26.7 | 3.4 | 6.8 |
| Don't know | 0.0 | 0.5 | 0.2 | 6.3 | 0.0 | 0.0 | 5.7 |

| Q5 Party | Q1 Voter Likelihood | | |
|---|---|---|---|
| | Definitely vote | Probably vote | Fifty-fifty chance |
| Republican | 69.7 | 65.0 | 91.5 |
| Democrat | 0.6 | 0.0 | 0.0 |
| Independent | 20.8 | 30.5 | 0.0 |
| Something else | 7.6 | 2.4 | 8.5 |
| Don't know | 1.2 | 2.1 | 0.0 |

| Q5 Party | Q8 Trump Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Republican | 76.6 | 73.8 | 75.6 | 55.4 | 23.9 | 36.0 | 69.6 | 100.0 |
| Democrat | 0.0 | 0.0 | 0.0 | 0.0 | 6.3 | 3.9 | 0.0 | 0.0 |
| Independent | 16.1 | 17.4 | 16.5 | 32.9 | 57.9 | 48.3 | 24.5 | 0.0 |
| Something else | 6.6 | 8.9 | 7.3 | 8.8 | 6.2 | 7.2 | 2.7 | 0.0 |
| Don't know | 0.8 | 0.0 | 0.5 | 2.9 | 5.7 | 4.6 | 3.2 | 0.0 |

| Q5 Party | Q9 Ashcroft Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Republican | 72.8 | 73.8 | 73.4 | 58.7 | 29.6 | 48.5 | 74.8 | 76.4 |
| Democrat | 0.0 | 0.0 | 0.0 | 1.5 | 6.5 | 3.3 | 0.0 | 0.0 |
| Independent | 20.1 | 17.5 | 18.4 | 35.2 | 49.2 | 40.1 | 15.7 | 17.5 |
| Something else | 7.1 | 8.3 | 7.9 | 2.6 | 11.1 | 5.6 | 6.7 | 6.1 |
| Don't know | 0.0 | 0.5 | 0.3 | 2.0 | 3.6 | 2.5 | 2.8 | 0.0 |

| | Q10 Eigel Image | | | | | | | |
| Q5 Party | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
|---|---|---|---|---|---|---|---|---|
| Republican | 69.9 | 77.3 | 74.5 | 31.5 | 52.2 | 43.0 | 67.3 | 74.1 |
| Democrat | 0.0 | 0.0 | 0.0 | 4.9 | 4.8 | 4.9 | 0.6 | 0.0 |
| Independent | 20.1 | 18.0 | 18.8 | 41.8 | 39.4 | 40.5 | 21.3 | 19.2 |
| Something else | 10.0 | 4.7 | 6.8 | 15.7 | 3.6 | 8.9 | 7.5 | 6.7 |
| Don't know | 0.0 | 0.0 | 0.0 | 6.1 | 0.0 | 2.7 | 3.4 | 0.0 |

| | Q11 Kehoe Image | | | | | | | |
| Q5 Party | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
|---|---|---|---|---|---|---|---|---|
| Republican | 76.3 | 71.6 | 73.0 | 34.5 | 41.5 | 36.9 | 68.8 | 74.4 |
| Democrat | 0.0 | 0.0 | 0.0 | 3.7 | 9.1 | 5.5 | 0.6 | 0.0 |
| Independent | 14.8 | 21.7 | 19.5 | 53.8 | 18.4 | 42.0 | 19.9 | 20.1 |
| Something else | 8.9 | 5.7 | 6.7 | 8.0 | 31.0 | 15.7 | 7.9 | 5.0 |
| Don't know | 0.0 | 1.1 | 0.8 | 0.0 | 0.0 | 0.0 | 2.8 | 0.5 |

| | Q12 Gov Test Ballot | | | |
| Q5 Party | Jay Ashcroft | Bill Eigel | Mike Kehoe | Undecided |
|---|---|---|---|---|
| Republican | 76.3 | 64.3 | 56.7 | 69.6 |
| Democrat | 0.0 | 0.0 | 1.3 | 1.0 |
| Independent | 16.8 | 24.1 | 29.8 | 22.1 |
| Something else | 5.9 | 10.0 | 10.4 | 6.1 |
| Don't know | 1.0 | 1.7 | 1.7 | 1.2 |

| | Primary Vote History | | | | |
| Q5 Party | 0 | 1 | 2 | 3 | 4 |
|---|---|---|---|---|---|
| Republican | 72.1 | 65.2 | 64.3 | 72.5 | 72.6 |
| Democrat | 0.0 | 0.0 | 0.8 | 0.7 | 0.7 |
| Independent | 25.3 | 19.4 | 25.0 | 19.6 | 20.6 |
| Something else | 2.6 | 9.6 | 8.9 | 7.2 | 5.5 |
| Don't know | 0.0 | 5.8 | 1.0 | 0.0 | 0.7 |

| Q5 Party | Cell vs LL | |
| --- | --- | --- |
| | Cellphone | Landline |
| Republican | 68.6 | 74.2 |
| Democrat | 0.7 | 0.0 |
| Independent | 21.4 | 21.5 |
| Something else | 7.7 | 4.3 |
| Don't know | 1.5 | 0.0 |

**6. Specifically, what type of Republican would you consider yourself to be? A Trump/America First Republican, a traditional Republican, a social conservative, a Tea Party Republican, a Libertarian, or something else?**

| Q6 Republican Type | Q3 Gender | |
|---|---|---|
| | Female | Male |
| Trump/America First Republican | 50.9 | 59.5 |
| Traditional Republican | 20.6 | 22.3 |
| Social conservative | 15.1 | 8.8 |
| Libertarian | 0.9 | 4.8 |
| Something else | 5.9 | 2.5 |
| Don't know | 6.6 | 2.1 |

| Q6 Republican Type | Q4 Age | | | | |
|---|---|---|---|---|---|
| | 18-34 years old | 35-49 years old | 50-64 years old | 65 and older | Refused |
| Trump/America First Republican | 56.4 | 53.9 | 60.4 | 52.0 | 64.6 |
| Traditional Republican | 16.7 | 22.3 | 15.9 | 24.8 | 35.4 |
| Social conservative | 0.0 | 9.4 | 9.7 | 16.3 | 0.0 |
| Libertarian | 0.0 | 9.4 | 2.5 | 1.1 | 0.0 |
| Something else | 13.5 | 2.4 | 6.1 | 2.5 | 0.0 |
| Don't know | 13.4 | 2.5 | 5.4 | 3.4 | 0.0 |

| Q6 Republican Type | Geo - Media Market | | | | |
|---|---|---|---|---|---|
| | St. Louis | Kansas City | Springfield Mo | Columbia-Jefferson City | Rest of State |
| Trump/America First Republican | 55.0 | 53.7 | 57.3 | 53.0 | 55.0 |
| Traditional Republican | 25.0 | 20.5 | 15.5 | 23.2 | 22.2 |
| Social conservative | 12.3 | 10.9 | 13.7 | 16.3 | 9.8 |
| Libertarian | 2.0 | 3.9 | 1.0 | 5.2 | 3.9 |
| Something else | 4.1 | 4.5 | 7.2 | 0.0 | 2.3 |
| Don't know | 1.6 | 6.6 | 5.3 | 2.3 | 6.8 |

| | Q5 Party | |
|---|---|---|
| Q6 Republican Type | Republican | Independent |
| Trump/America First Republican | 55.2 | 0.0 |
| Traditional Republican | 21.2 | 100.0 |
| Social conservative | 12.1 | 0.0 |
| Libertarian | 2.8 | 0.0 |
| Something else | 4.3 | 0.0 |
| Don't know | 4.5 | 0.0 |

| | Q7 Ideology | | | | | | |
|---|---|---|---|---|---|---|---|
| Q6 Republican Type | Very conservative | Somewhat conservative | TOTAL CONSERVATIVE | Moderate | Progressive | Don't know | MODERATE + PROGRESSIVE |
| Trump/America First Republican | 64.5 | 46.6 | 57.8 | 32.9 | 47.7 | 69.2 | 34.6 |
| Traditional Republican | 11.9 | 35.2 | 20.6 | 31.2 | 22.6 | 5.0 | 30.2 |
| Social conservative | 13.7 | 8.6 | 11.8 | 14.9 | 29.7 | 0.0 | 16.6 |
| Libertarian | 2.6 | 2.5 | 2.6 | 5.0 | 0.0 | 0.0 | 4.4 |
| Something else | 3.8 | 4.2 | 4.0 | 5.8 | 0.0 | 8.3 | 5.1 |
| Don't know | 3.5 | 2.8 | 3.3 | 10.2 | 0.0 | 17.5 | 9.0 |

| | Q1 Voter Likelihood | | |
|---|---|---|---|
| Q6 Republican Type | Definitely vote | Probably vote | Fifty-fifty chance |
| Trump/America First Republican | 56.9 | 42.0 | 38.3 |
| Traditional Republican | 22.2 | 17.2 | 7.4 |
| Social conservative | 10.9 | 21.6 | 17.0 |
| Libertarian | 3.1 | 0.0 | 0.0 |
| Something else | 3.5 | 12.1 | 0.0 |
| Don't know | 3.3 | 7.2 | 37.3 |

| Q6 Republican Type | Q8 Trump Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Trump/America First Republican | 75.1 | 35.7 | 62.0 | 0.0 | 0.0 | 0.0 | 11.3 | 0.0 |
| Traditional Republican | 9.1 | 34.9 | 17.7 | 50.5 | 63.8 | 56.2 | 31.8 | 100.0 |
| Social conservative | 8.8 | 13.3 | 10.3 | 21.4 | 21.8 | 21.6 | 33.0 | 0.0 |
| Libertarian | 1.5 | 3.7 | 2.2 | 14.2 | 6.1 | 10.7 | 0.0 | 0.0 |
| Something else | 3.1 | 4.5 | 3.5 | 13.9 | 8.4 | 11.5 | 5.6 | 0.0 |
| Don't know | 2.4 | 7.9 | 4.2 | 0.0 | 0.0 | 0.0 | 18.3 | 0.0 |

| Q6 Republican Type | Q9 Ashcroft Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Trump/America First Republican | 52.8 | 49.9 | 50.9 | 48.7 | 64.2 | 52.0 | 68.1 | 47.3 |
| Traditional Republican | 19.9 | 26.4 | 24.2 | 33.0 | 20.8 | 30.4 | 12.9 | 12.5 |
| Social conservative | 18.3 | 13.8 | 15.3 | 7.2 | 0.0 | 5.7 | 8.6 | 9.0 |
| Libertarian | 2.1 | 1.9 | 2.0 | 5.5 | 0.0 | 4.3 | 4.5 | 0.0 |
| Something else | 5.9 | 4.4 | 4.9 | 5.7 | 0.0 | 4.4 | 1.0 | 10.7 |
| Don't know | 1.0 | 3.6 | 2.7 | 0.0 | 15.0 | 3.2 | 4.9 | 20.6 |

| Q6 Republican Type | Q10 Eigel Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Trump/America First Republican | 57.8 | 54.5 | 55.7 | 33.2 | 43.8 | 40.4 | 50.8 | 59.5 |
| Traditional Republican | 21.0 | 24.4 | 23.2 | 10.1 | 56.2 | 41.2 | 22.6 | 17.2 |
| Social conservative | 10.2 | 8.2 | 8.9 | 14.3 | 0.0 | 4.7 | 15.2 | 12.6 |
| Libertarian | 6.5 | 6.2 | 6.3 | 12.4 | 0.0 | 4.0 | 2.6 | 0.7 |
| Something else | 0.0 | 6.8 | 4.3 | 29.9 | 0.0 | 9.7 | 4.2 | 3.5 |
| Don't know | 4.5 | 0.0 | 1.6 | 0.0 | 0.0 | 0.0 | 4.6 | 6.5 |

| Q6 Republican Type | Q11 Kehoe Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Trump/America First Republican | 57.4 | 49.9 | 52.3 | 28.8 | 72.6 | 45.3 | 60.7 | 53.8 |
| Traditional Republican | 21.3 | 25.9 | 24.4 | 43.4 | 27.4 | 37.4 | 18.9 | 19.2 |
| Social conservative | 7.9 | 20.4 | 16.4 | 9.8 | 0.0 | 6.1 | 7.5 | 12.8 |
| Libertarian | 5.4 | 0.8 | 2.3 | 7.1 | 0.0 | 4.4 | 3.3 | 2.5 |
| Something else | 4.4 | 3.0 | 3.4 | 10.9 | 0.0 | 6.8 | 4.7 | 4.3 |
| Don't know | 3.6 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 4.8 | 7.4 |

| Q6 Republican Type | Q12 Gov Test Ballot | | | |
|---|---|---|---|---|
| | Jay Ashcroft | Bill Eigel | Mike Kehoe | Undecided |
| Trump/America First Republican | 47.1 | 68.9 | 53.5 | 59.4 |
| Traditional Republican | 25.8 | 17.0 | 27.1 | 16.6 |
| Social conservative | 16.7 | 2.8 | 9.2 | 11.1 |
| Libertarian | 1.4 | 8.1 | 4.9 | 1.9 |
| Something else | 6.0 | 0.0 | 1.9 | 4.5 |
| Don't know | 3.1 | 3.2 | 3.3 | 6.6 |

| Q6 Republican Type | Primary Vote History | | | | |
|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 |
| Trump/America First Republican | 60.2 | 56.4 | 52.5 | 63.5 | 49.1 |
| Traditional Republican | 15.4 | 18.7 | 21.2 | 15.7 | 27.6 |
| Social conservative | 9.8 | 9.9 | 9.6 | 12.4 | 14.5 |
| Libertarian | 0.0 | 7.3 | 1.6 | 3.5 | 1.7 |
| Something else | 4.4 | 0.0 | 6.5 | 3.4 | 5.0 |
| Don't know | 10.1 | 7.7 | 8.5 | 1.6 | 2.1 |

| Q6 Republican Type | Cell vs LL | |
|---|---|---|
| | Cellphone | Landline |
| Trump/America First Republican | 58.8 | 38.9 |
| Traditional Republican | 21.0 | 23.0 |
| Social conservative | 9.3 | 24.0 |
| Libertarian | 3.2 | 0.9 |
| Something else | 3.6 | 7.2 |
| Don't know | 4.1 | 5.9 |

**7. And would you say that you're conservative, moderate, or progressive in your political beliefs?**

| Q7 Ideology | Q3 Gender | |
|---|---|---|
| | Female | Male |
| Very conservative | 45.7 | 45.7 |
| Somewhat conservative | 28.0 | 36.8 |
| Moderate | 20.7 | 13.6 |
| Progressive | 2.2 | 1.3 |
| Don't know | 3.5 | 2.6 |
| TOTAL CONSERVATIVE | 73.6 | 82.5 |
| MODERATE + PROGRESSIVE | 22.9 | 14.9 |

| Q7 Ideology | Q4 Age | | | | |
|---|---|---|---|---|---|
| | 18-34 years old | 35-49 years old | 50-64 years old | 65 and older | Refused |
| Very conservative | 40.5 | 33.5 | 44.7 | 52.5 | 0.0 |
| Somewhat conservative | 34.7 | 37.6 | 34.5 | 28.9 | 35.4 |
| Moderate | 11.1 | 23.0 | 17.1 | 15.3 | 38.2 |
| Progressive | 6.4 | 1.2 | 0.9 | 1.5 | 26.4 |
| Don't know | 7.3 | 4.8 | 2.9 | 1.8 | 0.0 |
| TOTAL CONSERVATIVE | 75.2 | 71.1 | 79.1 | 81.3 | 35.4 |
| MODERATE + PROGRESSIVE | 17.5 | 24.1 | 18.0 | 16.9 | 64.6 |

| Q7 Ideology | Geo - Media Market | | | | |
|---|---|---|---|---|---|
| | St. Louis | Kansas City | Springfield Mo | Columbia-Jefferson City | Rest of State |
| Very conservative | 35.6 | 48.9 | 54.5 | 41.9 | 52.8 |
| Somewhat conservative | 39.3 | 28.0 | 28.1 | 37.5 | 27.4 |
| Moderate | 21.1 | 16.9 | 12.7 | 16.6 | 14.8 |
| Progressive | 2.0 | 1.9 | 0.6 | 4.0 | 1.3 |
| Don't know | 2.0 | 4.3 | 4.1 | 0.0 | 3.7 |
| TOTAL CONSERVATIVE | 74.9 | 76.9 | 82.6 | 79.4 | 80.2 |
| MODERATE + PROGRESSIVE | 23.1 | 18.8 | 13.3 | 20.6 | 16.0 |

| Q7 Ideology | Q5 Party | | | | |
|---|---|---|---|---|---|
| | Republican | Democrat | Independent | Something else | Don't know |
| Very conservative | 52.6 | 0.0 | 23.5 | 56.3 | 0.0 |
| Somewhat conservative | 31.0 | 31.1 | 41.2 | 24.3 | 13.2 |
| Moderate | 11.9 | 68.9 | 30.3 | 11.4 | 86.8 |
| Progressive | 1.5 | 0.0 | 1.0 | 6.6 | 0.0 |
| Don't know | 3.0 | 0.0 | 4.0 | 1.5 | 0.0 |
| TOTAL CONSERVATIVE | 83.6 | 31.1 | 64.7 | 80.6 | 13.2 |
| MODERATE + PROGRESSIVE | 13.4 | 68.9 | 31.2 | 18.0 | 86.8 |

| Q7 Ideology | Q6 Republican Type | | | | | |
|---|---|---|---|---|---|---|
| | Trump / America First Republican | Traditional Republican | Social conservative | Libertarian | Something else | Don't know |
| Very conservative | 61.5 | 29.1 | 59.4 | 49.8 | 46.9 | 41.4 |
| Somewhat conservative | 26.4 | 51.2 | 22.2 | 28.7 | 31.1 | 19.8 |
| Moderate | 7.1 | 17.3 | 14.6 | 21.5 | 16.2 | 27.2 |
| Progressive | 1.3 | 1.6 | 3.8 | 0.0 | 0.0 | 0.0 |
| Don't know | 3.7 | 0.7 | 0.0 | 0.0 | 5.8 | 11.7 |
| TOTAL CONSERVATIVE | 87.8 | 80.4 | 81.6 | 78.5 | 78.0 | 61.1 |
| MODERATE + PROGRESSIVE | 8.4 | 18.9 | 18.4 | 21.5 | 16.2 | 27.2 |

| Q7 Ideology | Q1 Voter Likelihood | | |
|---|---|---|---|
| | Definitely vote | Probably vote | Fifty-fifty chance |
| Very conservative | 47.6 | 30.1 | 38.7 |
| Somewhat conservative | 32.6 | 29.6 | 44.0 |
| Moderate | 15.7 | 28.5 | 17.3 |
| Progressive | 1.5 | 3.9 | 0.0 |
| Don't know | 2.5 | 7.9 | 0.0 |
| TOTAL CONSERVATIVE | 80.2 | 59.6 | 82.7 |
| MODERATE + PROGRESSIVE | 17.2 | 32.5 | 17.3 |

| Q7 Ideology | Q8 Trump Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very conservative | 58.5 | 41.9 | 52.8 | 11.8 | 5.7 | 8.0 | 36.1 | 100.0 |
| Somewhat conservative | 26.1 | 42.0 | 31.5 | 49.0 | 31.8 | 38.4 | 31.9 | 0.0 |
| Moderate | 10.8 | 11.0 | 10.9 | 35.6 | 60.9 | 51.2 | 18.3 | 0.0 |
| Progressive | 2.2 | 0.4 | 1.6 | 3.6 | 1.7 | 2.4 | 3.1 | 0.0 |
| Don't know | 2.4 | 4.7 | 3.2 | 0.0 | 0.0 | 0.0 | 10.5 | 0.0 |
| TOTAL CONSERVATIVE | 84.6 | 83.9 | 84.3 | 60.8 | 37.4 | 46.4 | 68.0 | 100.0 |
| MODERATE + PROGRESSIVE | 13.0 | 11.4 | 12.5 | 39.2 | 62.6 | 53.6 | 21.5 | 0.0 |

| Q7 Ideology | Q9 Ashcroft Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very conservative | 62.6 | 43.2 | 49.8 | 29.0 | 27.0 | 28.3 | 48.6 | 47.5 |
| Somewhat conservative | 29.0 | 38.6 | 35.3 | 39.8 | 17.3 | 31.9 | 28.8 | 22.3 |
| Moderate | 5.3 | 14.0 | 11.0 | 28.6 | 45.7 | 34.6 | 16.6 | 22.8 |
| Progressive | 1.1 | 1.7 | 1.5 | 0.0 | 10.0 | 3.5 | 1.5 | 0.0 |
| Don't know | 2.0 | 2.6 | 2.4 | 2.7 | 0.0 | 1.8 | 4.4 | 7.4 |
| TOTAL CONSERVATIVE | 91.6 | 81.8 | 85.1 | 68.7 | 44.2 | 60.1 | 77.5 | 69.8 |
| MODERATE + PROGRESSIVE | 6.4 | 15.7 | 12.5 | 28.6 | 55.8 | 38.1 | 18.1 | 22.8 |

| Q7 Ideology | Q10 Eigel Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Very conservative | 71.4 | 44.1 | 54.5 | 18.2 | 28.7 | 24.0 | 43.8 | 46.5 |
| Somewhat conservative | 23.0 | 38.7 | 32.7 | 40.0 | 30.6 | 34.7 | 33.7 | 31.0 |
| Moderate | 3.6 | 15.8 | 11.1 | 41.9 | 25.9 | 32.9 | 17.6 | 16.8 |
| Progressive | 0.0 | 1.4 | 0.9 | 0.0 | 14.9 | 8.3 | 2.5 | 0.4 |
| Don't know | 2.1 | 0.0 | 0.8 | 0.0 | 0.0 | 0.0 | 2.4 | 5.4 |
| TOTAL CONSERVATIVE | 94.4 | 82.8 | 87.2 | 58.1 | 59.3 | 58.8 | 77.5 | 77.5 |
| MODERATE + PROGRESSIVE | 3.6 | 17.2 | 12.0 | 41.9 | 40.7 | 41.2 | 20.0 | 17.2 |

| | Q11 Kehoe Image | | | | | | | |
| Q7 Ideology | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
|---|---|---|---|---|---|---|---|---|
| Very conservative | 55.7 | 45.3 | 48.5 | 19.9 | 33.8 | 24.5 | 44.8 | 48.5 |
| Somewhat conservative | 33.1 | 39.7 | 37.7 | 43.7 | 16.6 | 34.7 | 31.4 | 28.5 |
| Moderate | 11.2 | 12.5 | 12.1 | 20.0 | 41.2 | 27.1 | 19.3 | 17.2 |
| Progressive | 0.0 | 1.5 | 1.1 | 12.7 | 8.4 | 11.2 | 1.4 | 0.6 |
| Don't know | 0.0 | 1.0 | 0.7 | 3.8 | 0.0 | 2.5 | 3.0 | 5.1 |
|    TOTAL CONSERVATIVE | 88.8 | 85.0 | 86.2 | 63.6 | 50.5 | 59.2 | 76.3 | 77.0 |
|    MODERATE + PROGRESSIVE | 11.2 | 14.0 | 13.2 | 32.7 | 49.5 | 38.3 | 20.7 | 17.8 |

| | Q12 Gov Test Ballot | | | |
| Q7 Ideology | Jay Ashcroft | Bill Eigel | Mike Kehoe | Undecided |
|---|---|---|---|---|
| Very conservative | 44.9 | 64.3 | 37.0 | 42.9 |
| Somewhat conservative | 36.1 | 26.7 | 36.9 | 29.6 |
| Moderate | 14.1 | 6.8 | 24.6 | 20.7 |
| Progressive | 2.2 | 0.0 | 0.0 | 2.5 |
| Don't know | 2.7 | 2.2 | 1.5 | 4.2 |
|    TOTAL CONSERVATIVE | 81.0 | 91.0 | 73.9 | 72.5 |
|    MODERATE + PROGRESSIVE | 16.4 | 6.8 | 24.6 | 23.3 |

| | Primary Vote History | | | | |
| Q7 Ideology | 0 | 1 | 2 | 3 | 4 |
|---|---|---|---|---|---|
| Very conservative | 39.1 | 33.5 | 37.5 | 45.5 | 57.4 |
| Somewhat conservative | 36.2 | 30.9 | 38.7 | 31.6 | 29.0 |
| Moderate | 22.1 | 23.5 | 21.8 | 17.1 | 10.3 |
| Progressive | 0.0 | 6.5 | 1.3 | 0.9 | 1.0 |
| Don't know | 2.6 | 5.5 | 0.7 | 4.9 | 2.2 |
|    TOTAL CONSERVATIVE | 75.3 | 64.4 | 76.2 | 77.1 | 86.4 |
|    MODERATE + PROGRESSIVE | 22.1 | 30.0 | 23.1 | 18.0 | 11.4 |

| Q7 Ideology | Cell vs LL | |
| --- | --- | --- |
| | Cellphone | Landline |
| Very conservative | 44.5 | 51.0 |
| Somewhat conservative | 34.4 | 23.8 |
| Moderate | 15.8 | 23.1 |
| Progressive | 2.1 | 0.0 |
| Don't know | 3.2 | 2.1 |
| TOTAL CONSERVATIVE | 78.9 | 74.8 |
| MODERATE + PROGRESSIVE | 17.9 | 23.1 |

**Primary Vote History**

| Primary Vote History | Q3 Gender | |
|---|---|---|
| | Female | Male |
| 0 | 5.5 | 5.1 |
| 1 | 11.7 | 15.5 |
| 2 | 22.1 | 23.6 |
| 3 | 28.1 | 21.6 |
| 4 | 32.5 | 34.1 |

| Primary Vote History | Q4 Age | | | | |
|---|---|---|---|---|---|
| | 18-34 years old | 35-49 years old | 50-64 years old | 65 and older | Refused |
| 0 | 14.5 | 8.7 | 4.2 | 3.3 | 0.0 |
| 1 | 24.9 | 19.7 | 12.9 | 9.9 | 26.4 |
| 2 | 20.2 | 23.9 | 29.5 | 18.7 | 38.2 |
| 3 | 23.8 | 30.8 | 23.6 | 23.1 | 35.4 |
| 4 | 16.6 | 16.9 | 29.8 | 45.1 | 0.0 |

| Primary Vote History | Geo - Media Market | | | | |
|---|---|---|---|---|---|
| | St. Louis | Kansas City | Springfield Mo | Columbia-Jefferson City | Rest of State |
| 0 | 3.7 | 6.3 | 5.6 | 0.0 | 9.9 |
| 1 | 16.0 | 10.4 | 11.1 | 14.8 | 15.8 |
| 2 | 24.8 | 26.6 | 26.4 | 12.3 | 15.8 |
| 3 | 20.8 | 25.5 | 27.1 | 21.1 | 30.8 |
| 4 | 34.8 | 31.2 | 29.8 | 51.9 | 27.8 |

| Primary Vote History | Q5 Party | | | | |
|---|---|---|---|---|---|
| | Republican | Democrat | Independent | Something else | Don't know |
| 0 | 5.5 | 0.0 | 6.3 | 2.0 | 0.0 |
| 1 | 12.8 | 0.0 | 12.3 | 18.5 | 64.6 |
| 2 | 21.1 | 31.1 | 26.7 | 28.7 | 17.7 |
| 3 | 25.8 | 30.2 | 22.7 | 24.9 | 0.0 |
| 4 | 34.7 | 38.7 | 32.0 | 25.9 | 17.7 |

| Primary Vote History | Q6 Republican Type | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| | Trump / America First Republican | Traditional Republican | Social conservative | Libertarian | Something else | Don't know |
| 0 | 6.0 | 4.0 | 4.5 | 0.0 | 5.8 | 12.5 |
| 1 | 13.1 | 11.2 | 10.5 | 33.6 | 0.0 | 22.0 |
| 2 | 20.1 | 20.9 | 16.8 | 12.6 | 32.4 | 40.4 |
| 3 | 29.7 | 18.9 | 26.4 | 32.3 | 20.6 | 9.0 |
| 4 | 31.1 | 45.0 | 41.8 | 21.6 | 41.2 | 16.1 |

| Primary Vote History | Q7 Ideology | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| | Very conservative | Somewhat conservative | TOTAL CONSERVATIVE | Moderate | Progressive | Don't know | MODERATE + PROGRESSIVE |
| 0 | 4.6 | 5.9 | 5.1 | 6.9 | 0.0 | 4.6 | 6.3 |
| 1 | 10.0 | 13.0 | 11.3 | 18.9 | 51.2 | 24.9 | 21.9 |
| 2 | 18.8 | 27.2 | 22.3 | 29.2 | 16.5 | 5.6 | 28.1 |
| 3 | 24.7 | 24.1 | 24.4 | 24.8 | 12.4 | 40.3 | 23.7 |
| 4 | 41.9 | 29.7 | 36.9 | 20.2 | 20.0 | 24.5 | 20.1 |

| Primary Vote History | Q1 Voter Likelihood | | |
| --- | --- | --- | --- |
| | Definitely vote | Probably vote | Fifty-fifty chance |
| 0 | 3.9 | 13.1 | 32.3 |
| 1 | 13.4 | 14.6 | 24.0 |
| 2 | 22.0 | 30.9 | 21.4 |
| 3 | 25.9 | 19.1 | 0.0 |
| 4 | 34.8 | 22.3 | 22.3 |

| Primary Vote History | Q8 Trump Image | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| 0 | 5.9 | 4.9 | 5.5 | 9.4 | 3.6 | 5.8 | 0.0 | 0.0 |
| 1 | 15.3 | 11.0 | 13.8 | 21.1 | 10.7 | 14.7 | 7.5 | 0.0 |
| 2 | 23.4 | 17.8 | 21.5 | 31.7 | 29.8 | 30.5 | 24.7 | 0.0 |
| 3 | 25.9 | 26.8 | 26.2 | 16.5 | 16.3 | 16.4 | 26.9 | 0.0 |
| 4 | 29.6 | 39.6 | 33.0 | 21.2 | 39.7 | 32.6 | 40.9 | 100.0 |

| | Q9 Ashcroft Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Primary Vote History | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| 0 | 4.0 | 3.2 | 3.5 | 2.3 | 0.0 | 1.5 | 7.5 | 25.7 |
| 1 | 8.9 | 13.5 | 11.9 | 12.0 | 12.6 | 12.2 | 16.4 | 23.6 |
| 2 | 22.1 | 19.6 | 20.5 | 25.5 | 37.2 | 29.6 | 21.9 | 29.2 |
| 3 | 24.1 | 27.2 | 26.2 | 24.9 | 15.3 | 21.5 | 26.2 | 15.4 |
| 4 | 40.9 | 36.4 | 37.9 | 35.2 | 35.0 | 35.1 | 28.0 | 6.1 |

| | Q10 Eigel Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Primary Vote History | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| 0 | 5.4 | 1.2 | 2.8 | 0.0 | 0.0 | 0.0 | 4.2 | 8.8 |
| 1 | 7.0 | 16.0 | 12.6 | 18.6 | 16.6 | 17.5 | 14.9 | 12.6 |
| 2 | 10.5 | 18.9 | 15.7 | 41.2 | 16.5 | 27.5 | 25.5 | 24.0 |
| 3 | 25.4 | 25.8 | 25.6 | 14.8 | 18.1 | 16.6 | 20.9 | 28.9 |
| 4 | 51.6 | 38.1 | 43.3 | 25.4 | 48.8 | 38.4 | 34.5 | 25.7 |

| | Q11 Kehoe Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Primary Vote History | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| 0 | 3.0 | 2.4 | 2.6 | 0.0 | 5.4 | 1.8 | 5.5 | 8.4 |
| 1 | 5.0 | 13.3 | 10.7 | 16.3 | 0.0 | 10.9 | 14.5 | 16.1 |
| 2 | 10.2 | 15.6 | 13.9 | 37.7 | 36.3 | 37.2 | 28.5 | 22.5 |
| 3 | 28.7 | 24.9 | 26.0 | 19.5 | 6.8 | 15.2 | 24.0 | 26.4 |
| 4 | 53.1 | 43.9 | 46.7 | 26.5 | 51.6 | 34.8 | 27.6 | 26.6 |

| | Q12 Gov Test Ballot | | | |
|---|---|---|---|---|
| Primary Vote History | Jay Ashcroft | Bill Eigel | Mike Kehoe | Undecided |
| 0 | 4.6 | 0.0 | 1.3 | 9.3 |
| 1 | 14.4 | 14.5 | 9.3 | 14.3 |
| 2 | 21.1 | 20.4 | 24.6 | 24.9 |
| 3 | 27.3 | 15.0 | 24.0 | 26.0 |
| 4 | 32.7 | 50.1 | 40.7 | 25.5 |

| Primary Vote History | Cell vs LL | |
| --- | --- | --- |
| | Cellphone | Landline |
| 0 | 5.1 | 6.7 |
| 1 | 15.1 | 7.2 |
| 2 | 23.8 | 18.5 |
| 3 | 25.6 | 20.9 |
| 4 | 30.5 | 46.7 |

**Cell vs LL**

| Cell vs LL | Q3 Gender | |
|---|---|---|
| | Female | Male |
| Cellphone | 75.2 | 89.4 |
| Landline | 24.8 | 10.6 |

| Cell vs LL | Q4 Age | | | | |
|---|---|---|---|---|---|
| | 18-34 years old | 35-49 years old | 50-64 years old | 65 and older | Refused |
| Cellphone | 100.0 | 92.6 | 87.5 | 73.2 | 26.4 |
| Landline | 0.0 | 7.4 | 12.5 | 26.8 | 73.6 |

| Cell vs LL | Geo - Media Market | | | | |
|---|---|---|---|---|---|
| | St. Louis | Kansas City | Springfield Mo | Columbia-Jefferson City | Rest of State |
| Cellphone | 84.0 | 85.9 | 80.6 | 73.4 | 82.1 |
| Landline | 16.0 | 14.1 | 19.4 | 26.6 | 17.9 |

| Cell vs LL | Q5 Party | | | | |
|---|---|---|---|---|---|
| | Republican | Democrat | Independent | Something else | Don't know |
| Cellphone | 81.3 | 100.0 | 82.4 | 89.5 | 100.0 |
| Landline | 18.7 | 0.0 | 17.6 | 10.5 | 0.0 |

| Cell vs LL | Q6 Republican Type | | | | | |
|---|---|---|---|---|---|---|
| | Trump / America First Republican | Traditional Republican | Social conservative | Libertarian | Something else | Don't know |
| Cellphone | 86.8 | 79.9 | 62.9 | 93.8 | 68.1 | 75.2 |
| Landline | 13.2 | 20.1 | 37.1 | 6.2 | 31.9 | 24.8 |

| Cell vs LL | Q7 Ideology | | | | | | |
|---|---|---|---|---|---|---|---|
| | Very conservative | Somewhat conservative | TOTAL CONSERVATIVE | Moderate | Progressive | Don't know | MODERATE + PROGRESSIVE |
| Cellphone | 80.4 | 87.1 | 83.2 | 76.2 | 100.0 | 87.6 | 78.5 |
| Landline | 19.6 | 12.9 | 16.8 | 23.8 | 0.0 | 12.4 | 21.5 |

| Cell vs LL | Q1 Voter Likelihood | | |
|---|---|---|---|
| | Definitely vote | Probably vote | Fifty-fifty chance |
| Cellphone | 83.2 | 79.1 | 62.8 |
| Landline | 16.8 | 20.9 | 37.2 |

| Cell vs LL | Q8 Trump Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Cellphone | 79.9 | 84.9 | 81.6 | 86.1 | 90.7 | 88.9 | 75.1 | 100.0 |
| Landline | 20.1 | 15.1 | 18.4 | 13.9 | 9.3 | 11.1 | 24.9 | 0.0 |

| Cell vs LL | Q9 Ashcroft Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Cellphone | 73.3 | 81.0 | 78.4 | 95.9 | 93.1 | 94.9 | 82.6 | 82.5 |
| Landline | 26.7 | 19.0 | 21.6 | 4.1 | 6.9 | 5.1 | 17.4 | 17.5 |

| Cell vs LL | Q10 Eigel Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Cellphone | 87.0 | 83.8 | 85.0 | 89.5 | 97.1 | 93.7 | 83.7 | 77.7 |
| Landline | 13.0 | 16.2 | 15.0 | 10.5 | 2.9 | 6.3 | 16.3 | 22.3 |

| Cell vs LL | Q11 Kehoe Image | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| Cellphone | 75.6 | 76.9 | 76.5 | 90.3 | 81.2 | 87.3 | 86.8 | 82.6 |
| Landline | 24.4 | 23.1 | 23.5 | 9.7 | 18.8 | 12.7 | 13.2 | 17.4 |

| Cell vs LL | Q12 Gov Test Ballot | | | |
| --- | --- | --- | --- | --- |
| | Jay Ashcroft | Bill Eigel | Mike Kehoe | Undecided |
| Cellphone | 76.4 | 87.9 | 73.7 | 89.3 |
| Landline | 23.6 | 12.1 | 26.3 | 10.7 |

| Cell vs LL | Primary Vote History | | | | |
| --- | --- | --- | --- | --- | --- |
| | 0 | 1 | 2 | 3 | 4 |
| Cellphone | 78.0 | 90.7 | 85.8 | 85.2 | 75.4 |
| Landline | 22.0 | 9.3 | 14.2 | 14.8 | 24.6 |

**Geo - Media Market**

| Geo - Media Market | Q3 Gender | |
|---|---|---|
| | Female | Male |
| St. Louis | 30.7 | 35.4 |
| Kansas City | 22.2 | 19.5 |
| Springfield Mo | 23.1 | 17.8 |
| Columbia-Jefferson City | 6.0 | 11.5 |
| Rest of State | 18.0 | 15.9 |

| Geo - Media Market | Q4 Age | | | | |
|---|---|---|---|---|---|
| | 18-34 years old | 35-49 years old | 50-64 years old | 65 and older | Refused |
| St. Louis | 31.3 | 38.0 | 29.6 | 33.2 | 61.8 |
| Kansas City | 25.3 | 21.3 | 20.2 | 20.5 | 0.0 |
| Springfield Mo | 7.3 | 13.0 | 27.1 | 21.1 | 38.2 |
| Columbia-Jefferson City | 4.7 | 8.2 | 7.9 | 10.3 | 0.0 |
| Rest of State | 31.4 | 19.5 | 15.1 | 14.9 | 0.0 |

| Geo - Media Market | Q5 Party | | | | |
|---|---|---|---|---|---|
| | Republican | Democrat | Independent | Something else | Don't know |
| St. Louis | 32.1 | 69.8 | 35.4 | 26.6 | 69.7 |
| Kansas City | 21.7 | 0.0 | 19.1 | 19.5 | 17.2 |
| Springfield Mo | 21.2 | 30.2 | 18.6 | 20.8 | 0.0 |
| Columbia-Jefferson City | 6.4 | 0.0 | 14.0 | 18.5 | 0.0 |
| Rest of State | 18.5 | 0.0 | 13.0 | 14.6 | 13.0 |

| Geo - Media Market | Q6 Republican Type | | | | | |
|---|---|---|---|---|---|---|
| | Trump / America First Republican | Traditional Republican | Social conservative | Libertarian | Something else | Don't know |
| St. Louis | 32.0 | 37.5 | 32.6 | 23.6 | 31.2 | 11.2 |
| Kansas City | 21.1 | 20.7 | 19.5 | 30.4 | 23.0 | 32.0 |
| Springfield Mo | 22.0 | 15.4 | 24.1 | 7.3 | 35.8 | 25.0 |
| Columbia-Jefferson City | 6.4 | 7.2 | 8.9 | 12.4 | 0.0 | 3.5 |
| Rest of State | 18.5 | 19.2 | 15.0 | 26.2 | 10.1 | 28.3 |

| | Q7 Ideology | | | | | | |
| Geo - Media Market | Very conservative | Somewhat conservative | TOTAL CONSERVATIVE | Moderate | Progressive | Don't know | MODERATE + PROGRESSIVE |
|---|---|---|---|---|---|---|---|
| St. Louis | 25.8 | 40.1 | 31.7 | 41.0 | 37.3 | 22.0 | 40.7 |
| Kansas City | 22.3 | 17.9 | 20.5 | 20.6 | 23.1 | 29.3 | 20.8 |
| Springfield Mo | 24.3 | 17.6 | 21.5 | 15.2 | 7.2 | 27.8 | 14.4 |
| Columbia-Jefferson City | 8.1 | 10.2 | 8.9 | 8.6 | 20.0 | 0.0 | 9.6 |
| Rest of State | 19.6 | 14.2 | 17.3 | 14.6 | 12.4 | 20.9 | 14.4 |

| | Q1 Voter Likelihood | | |
| Geo - Media Market | Definitely vote | Probably vote | Fifty-fifty chance |
|---|---|---|---|
| St. Louis | 33.7 | 31.9 | 9.5 |
| Kansas City | 19.0 | 35.4 | 25.3 |
| Springfield Mo | 19.9 | 21.7 | 39.4 |
| Columbia-Jefferson City | 9.2 | 3.9 | 17.3 |
| Rest of State | 18.2 | 7.1 | 8.5 |

| | Q8 Trump Image | | | | | | | |
| Geo - Media Market | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
|---|---|---|---|---|---|---|---|---|
| St. Louis | 28.5 | 35.3 | 30.9 | 46.5 | 46.1 | 46.3 | 28.6 | 100.0 |
| Kansas City | 20.9 | 21.9 | 21.3 | 13.6 | 14.6 | 14.2 | 35.7 | 0.0 |
| Springfield Mo | 25.4 | 13.7 | 21.5 | 12.7 | 16.3 | 14.9 | 19.7 | 0.0 |
| Columbia-Jefferson City | 6.9 | 11.2 | 8.4 | 13.0 | 12.8 | 12.9 | 2.7 | 0.0 |
| Rest of State | 18.1 | 17.8 | 18.0 | 14.2 | 10.2 | 11.7 | 13.3 | 0.0 |

| | Q9 Ashcroft Image | | | | | | | |
| Geo - Media Market | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
|---|---|---|---|---|---|---|---|---|
| St. Louis | 25.6 | 32.3 | 30.0 | 38.8 | 58.0 | 45.5 | 34.7 | 18.4 |
| Kansas City | 24.1 | 16.1 | 18.8 | 21.8 | 9.4 | 17.4 | 28.4 | 19.1 |
| Springfield Mo | 26.3 | 20.7 | 22.6 | 18.8 | 4.9 | 13.9 | 17.5 | 30.9 |
| Columbia-Jefferson City | 7.3 | 10.0 | 9.0 | 9.6 | 16.5 | 12.0 | 7.2 | 3.5 |
| Rest of State | 16.7 | 20.9 | 19.5 | 11.1 | 11.3 | 11.2 | 12.3 | 28.2 |

| Geo - Media Market | Q10 Eigel Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| St. Louis | 46.8 | 40.0 | 42.6 | 51.6 | 49.8 | 50.6 | 29.1 | 27.1 |
| Kansas City | 19.8 | 15.2 | 17.0 | 10.0 | 4.7 | 7.1 | 26.1 | 21.8 |
| Springfield Mo | 9.1 | 19.6 | 15.6 | 20.6 | 0.0 | 9.1 | 20.8 | 25.2 |
| Columbia-Jefferson City | 7.5 | 8.7 | 8.3 | 17.7 | 23.3 | 20.8 | 7.9 | 7.3 |
| Rest of State | 16.7 | 16.5 | 16.6 | 0.0 | 22.1 | 12.3 | 16.0 | 18.7 |

| Geo - Media Market | Q11 Kehoe Image | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Very Favorable | Somewhat Favorable | TOTAL FAVORABLE | Somewhat Unfavorable | Very Unfavorable | TOTAL UNFAVORABLE | Unsure / No Opinion | Never Heard Of |
| St. Louis | 23.5 | 34.5 | 31.2 | 40.4 | 58.9 | 46.5 | 35.3 | 29.9 |
| Kansas City | 19.3 | 17.6 | 18.2 | 6.0 | 5.9 | 5.9 | 23.8 | 23.6 |
| Springfield Mo | 8.4 | 18.5 | 15.4 | 29.1 | 7.3 | 21.8 | 19.9 | 24.8 |
| Columbia-Jefferson City | 33.4 | 15.3 | 20.9 | 9.6 | 27.9 | 15.7 | 3.9 | 1.2 |
| Rest of State | 15.3 | 14.1 | 14.5 | 15.0 | 0.0 | 10.0 | 17.0 | 20.4 |

| Geo - Media Market | Q12 Gov Test Ballot | | | |
|---|---|---|---|---|
| | Jay Ashcroft | Bill Eigel | Mike Kehoe | Undecided |
| St. Louis | 28.0 | 46.9 | 26.4 | 35.5 |
| Kansas City | 23.5 | 18.4 | 13.3 | 21.7 |
| Springfield Mo | 23.8 | 17.0 | 9.9 | 22.0 |
| Columbia-Jefferson City | 4.0 | 6.7 | 35.7 | 4.7 |
| Rest of State | 20.7 | 11.1 | 14.7 | 16.0 |

| Geo - Media Market | Primary Vote History | | | | |
|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 |
| St. Louis | 22.9 | 38.7 | 35.8 | 27.8 | 34.5 |
| Kansas City | 24.4 | 15.8 | 24.2 | 21.4 | 19.5 |
| Springfield Mo | 21.5 | 16.5 | 23.6 | 22.3 | 18.2 |
| Columbia-Jefferson City | 0.0 | 9.5 | 4.7 | 7.5 | 13.7 |
| Rest of State | 31.2 | 19.5 | 11.6 | 21.0 | 14.1 |

| Geo - Media Market | Cell vs LL | |
| --- | --- | --- |
| | Cellphone | Landline |
| St. Louis | 33.7 | 30.2 |
| Kansas City | 21.7 | 16.8 |
| Springfield Mo | 19.9 | 22.5 |
| Columbia-Jefferson City | 7.8 | 13.3 |
| Rest of State | 16.8 | 17.2 |