

Q6. At election time, things sometimes come up that keep a person from voting. If the August primary election for U.S. Senate, Governor, Congress, and other state and local offices were being held today, would you be voting in the Republican primary, the Democratic primary, another party's primary, or are you not planning to vote in the primary elections?

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Wom-		18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
		Men	en																		
	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
	625	327	298	156	232	237	141	186	87	211		66	157	385	542	324	289	156	163	169	127
Definitely GOP Primary	78%	78%	78%	73%	83%	78%	76%	80%	78%	78%		56%	73%	86%	82%	80%	76%	79%	77%	81%	74%
	100%	52%	48%	25%	37%	38%	23%	30%	14%	34%		11%	25%	62%	87%	52%	46%	25%	26%	27%	20%
	175	91	84	59	49	68	46	45	25	59		51	59	62	121	82	92	42	48	40	44
Probably GOP Primary	22%	22%	22%	27%	17%	22%	24%	20%	22%	22%		44%	27%	14%	18%	20%	24%	21%	23%	19%	26%
	100%	52%	48%	34%	28%	39%	26%	26%	14%	34%		29%	34%	36%	69%	47%	53%	24%	28%	23%	25%

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Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Definitely GOP Primary	625	204	363	356	212	123	171	233	173	441	87	47
	78%	70%	83%	79%	74%	75%	80%	79%	77%	78%	75%	79%
	100%	33%	58%	57%	34%	20%	27%	37%	28%	71%	14%	8%
Probably GOP Primary	175	87	73	93	76	41	43	60	50	123	28	13
	22%	30%	17%	21%	26%	25%	20%	21%	23%	22%	25%	21%
	100%	49%	42%	53%	43%	23%	25%	34%	29%	70%	16%	7%

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Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Definitely GOP Primary	625	625		324	449	164	260	365		625	365	391	404	283	108
	78%	100%		92%	87%	60%	100%	80%		87%	68%	80%	80%	83%	75%
	100%	100%		52%	72%	26%	42%	58%		100%	58%	70%	73%	51%	19%
Probably GOP Primary	175		175	27	64	109		93	82	93	175	95	102	59	37
	22%		100%	8%	13%	40%		20%	100%	13%	32%	20%	20%	17%	25%
	100%		100%	16%	37%	62%		53%	47%	53%	100%	61%	65%	37%	23%

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Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Ashcr-					Ashcr-					To	From	Ashcr-			Keh./	Keh./	All 3
		Kehoe	oft	Eigel	Other	Don't Know	Kehoe	oft	Eigel	Other	Know	Kehoe	Ash.	Kehoe	oft	Eigel	Ash.	Eig.	
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Definitely GOP Primary	625	168	166	103	21	146	213	55	121	32	186	62	119	207	199	114	107	63	43
	78%	78%	78%	81%	74%	75%	79%	85%	82%	72%	73%	83%	76%	79%	78%	75%	80%	78%	75%
	100%	27%	27%	16%	3%	23%	34%	9%	19%	5%	30%	10%	19%	33%	32%	18%	17%	10%	7%
Probably GOP Primary	175	48	46	24	7	49	56	10	26	13	68	13	37	54	55	38	27	18	14
	22%	22%	22%	19%	26%	25%	21%	15%	18%	28%	27%	17%	24%	21%	22%	25%	20%	22%	25%
	100%	27%	27%	14%	4%	28%	32%	6%	15%	7%	39%	8%	21%	31%	32%	22%	15%	10%	8%

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Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Definitely GOP Primary	625	291	59	363	134	388	191	49	355	181	320	139	144	51	129	83
	78%	79%	77%	79%	76%	79%	84%	69%	79%	79%	78%	84%	82%	76%	76%	69%
	100%	47%	9%	58%	21%	62%	31%	8%	57%	29%	51%	22%	23%	8%	21%	13%
Probably GOP Primary	175	78	18	97	44	104	37	22	93	48	89	26	31	16	40	37
	22%	21%	23%	21%	24%	21%	16%	31%	21%	21%	22%	16%	18%	24%	24%	31%
	100%	45%	10%	55%	25%	59%	21%	13%	53%	27%	51%	15%	18%	9%	23%	21%

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Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Definitely GOP Primary	625	157	83	51	47	176	140	56	144	110	61	115
	78%	83%	78%	68%	82%	72%	84%	75%	83%	77%	76%	71%
	100%	25%	13%	8%	8%	28%	22%	9%	23%	18%	10%	18%
Probably GOP Primary	175	33	23	24	11	67	27	19	30	32	20	48
	22%	17%	22%	32%	18%	28%	16%	25%	17%	23%	24%	29%
	100%	19%	13%	14%	6%	39%	15%	11%	17%	18%	11%	27%

Q7. On a scale of 1 to 10, where one means that you are not at all enthusiastic and ten means that you are extremely enthusiastic, how enthusiastic are you about voting in the August Republican primary election for U.S. Senate, Governor, Congress, and other state and local offices?

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wo- men	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Extremely Enthusiastic 10 Rating	351	189	163	67	125	159	67	122	34	128	30	68	245	313	191	155	91	93	99	62
	44%	45%	43%	31%	45%	52%	36%	53%	30%	47%	25%	31%	55%	47%	47%	41%	46%	44%	48%	37%
	100%	54%	46%	19%	36%	45%	19%	35%	10%	37%	9%	19%	70%	89%	54%	44%	26%	26%	28%	18%
Highly Enthusiastic 8-9 Rating	162	84	78	40	61	62	34	50	24	54	15	54	88	142	82	76	42	40	40	36
	20%	20%	20%	19%	22%	20%	18%	22%	21%	20%	13%	25%	20%	21%	20%	20%	22%	19%	19%	21%
	100%	52%	48%	25%	37%	38%	21%	31%	15%	33%	10%	33%	54%	87%	51%	47%	26%	25%	25%	22%
Moderately Enthusiastic 5-7 Rating	200	103	97	72	69	59	59	45	37	60	44	69	85	154	91	107	43	58	48	49
	25%	25%	25%	33%	25%	19%	31%	19%	33%	22%	37%	32%	19%	23%	22%	28%	22%	27%	23%	29%
	100%	52%	48%	36%	35%	30%	29%	22%	19%	30%	22%	35%	42%	77%	45%	54%	22%	29%	24%	25%
Not Very Enthusiastic 1-4 Rating	74	33	41	33	20	21	22	11	16	24	25	22	25	47	33	40	13	18	19	22
	9%	8%	11%	16%	7%	7%	12%	5%	15%	9%	22%	10%	6%	7%	8%	10%	7%	9%	9%	13%
	100%	44%	56%	45%	27%	28%	30%	14%	22%	33%	34%	29%	34%	63%	44%	54%	18%	25%	26%	30%
Don't Know	10	7	4	3	5	3	4	3		4	3	4	3	7	7	3	5	2	3	1
	1%	2%	1%	1%	2%	1%	2%	1%		1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	1%
	100%	62%	38%	25%	50%	25%	37%	26%		38%	28%	36%	30%	65%	71%	29%	43%	19%	28%	10%
Refused	2	2			1	1	1	1					1	1	2		2			
	0%	1%			0%	0%	1%	1%					0%	0%	1%		1%			
	100%	100%			43%	57%	43%	57%					43%	43%	100%		100%			
8-10 Enthusiasm	513	273	241	107	185	221	101	172	58	182	45	121	333	454	273	231	134	133	139	98
	64%	65%	63%	50%	66%	72%	54%	74%	52%	67%	39%	56%	75%	69%	67%	61%	68%	63%	67%	58%
	100%	53%	47%	21%	36%	43%	20%	33%	11%	36%	9%	24%	65%	89%	53%	45%	26%	26%	27%	19%
1-7 Enthusiasm	274	136	138	105	89	80	81	55	54	84	69	91	110	201	123	147	57	76	67	71
	34%	33%	36%	49%	32%	26%	43%	24%	48%	31%	59%	42%	25%	30%	30%	39%	29%	36%	32%	42%
	100%	50%	50%	38%	32%	29%	30%	20%	20%	31%	25%	33%	40%	73%	45%	54%	21%	28%	24%	26%

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Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Extremely Enthusiastic 10 Rating	351	99	229	218	106	64	103	123	85	259	41	17
	44%	34%	53%	48%	37%	39%	48%	42%	38%	46%	35%	28%
	100%	28%	65%	62%	30%	18%	29%	35%	24%	74%	12%	5%
Highly Enthusiastic 8-9 Rating	162	57	88	95	53	30	44	65	45	115	20	12
	20%	19%	20%	21%	18%	18%	20%	22%	20%	20%	17%	21%
	100%	35%	54%	59%	33%	18%	27%	40%	28%	71%	12%	8%
Moderately Enthusiastic 5-7 Rating	200	86	87	100	84	48	46	75	64	135	36	24
	25%	29%	20%	22%	29%	29%	21%	26%	29%	24%	31%	40%
	100%	43%	43%	50%	42%	24%	23%	38%	32%	67%	18%	12%
Not Very Enthusiastic 1-4 Rating	74	47	22	31	40	22	16	25	24	46	15	7
	9%	16%	5%	7%	14%	13%	7%	9%	11%	8%	13%	11%
	100%	64%	29%	43%	54%	29%	22%	34%	33%	62%	21%	9%
Don't Know	10	1	8	5	3	1	5	4	4	7	4	
	1%	0%	2%	1%	1%	0%	2%	1%	2%	1%	3%	
	100%	12%	75%	44%	31%	7%	43%	34%	37%	63%	37%	
Refused	2		2		2		1	1		2		
	0%		1%		1%		0%	0%		0%		
	100%		100%		100%		43%	57%		100%		
8-10 Enthusiasm	513	156	317	313	159	94	147	188	130	374	61	29
	64%	54%	73%	70%	55%	57%	69%	64%	59%	66%	53%	49%
	100%	30%	62%	61%	31%	18%	29%	37%	25%	73%	12%	6%
1-7 Enthusiasm	274	133	108	131	124	69	62	100	89	181	51	30
	34%	46%	25%	29%	43%	42%	29%	34%	40%	32%	44%	51%
	100%	49%	40%	48%	45%	25%	22%	37%	32%	66%	19%	11%



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Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medi- um	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Extremely Enthusiastic 10 Rating	351	324	27	351	351		196	155		351	155	234	247	177	57
	44%	52%	16%	100%	68%		75%	34%		49%	29%	48%	49%	52%	39%
	100%	92%	8%	100%	100%		56%	44%		100%	44%	73%	77%	55%	18%
Highly Enthusiastic 8-9 Rating	162	125	37		162		64	98		162	98	94	104	68	26
	20%	20%	21%		32%		25%	21%		23%	18%	19%	21%	20%	18%
	100%	77%	23%		100%		39%	61%		100%	61%	66%	73%	47%	18%
Moderately Enthusiastic 5-7 Rating	200	127	73			200		145	56	145	200	110	111	67	43
	25%	20%	42%			73%		32%	68%	20%	37%	23%	22%	20%	30%
	100%	63%	37%			100%		72%	28%	72%	100%	63%	63%	38%	24%
Not Very Enthusiastic 1-4 Rating	74	38	36			74		47	26	47	74	37	36	22	15
	9%	6%	21%			27%		10%	32%	7%	14%	8%	7%	6%	10%
	100%	51%	49%			100%		64%	36%	64%	100%	60%	57%	36%	24%
Don't Know	10	10						10		10	10	8	7	6	3
	1%	2%						2%		1%	2%	2%	1%	2%	2%
	100%	100%						100%		100%	100%	80%	66%	55%	24%
Refused	2	1	1					2		2	2	2	1	1	1
	0%	0%	1%					1%		0%	0%	0%	0%	0%	1%
	100%	43%	57%					100%		100%	100%	100%	57%	57%	43%
8-10 Enthusiasm	513	449	64	351	513		260	253		513	253	328	352	245	83
	64%	72%	37%	100%	100%		100%	55%		71%	47%	67%	69%	72%	57%
	100%	87%	13%	68%	100%		51%	49%		100%	49%	71%	76%	53%	18%
1-7 Enthusiasm	274	164	109			274		192	82	192	274	147	147	90	58
	34%	26%	62%			100%		42%	100%	27%	51%	30%	29%	26%	40%
	100%	60%	40%			100%		70%	30%	70%	100%	62%	62%	38%	24%

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Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Keh- oe	Ashc- roft	Eigel	Other	Don't Know	Keh- oe	Ashc- roft	Eigel	Other	Don't Know	To		Keh- oe	Ashc- roft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
												Keh- oe	From Ash.						
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Extremely Enthusiastic 10 Rating	351	86	99	69	9	77	115	30	78	18	98	38	71	121	126	81	69	43	29
	44%	40%	47%	54%	31%	40%	43%	47%	53%	40%	39%	51%	45%	46%	49%	53%	52%	52%	50%
	100%	24%	28%	20%	2%	22%	33%	9%	22%	5%	28%	11%	20%	34%	36%	23%	20%	12%	8%
Highly Enthusiastic 8-9 Rating	162	47	40	26	6	40	54	11	27	8	57	12	32	45	40	25	19	12	9
	20%	22%	19%	20%	21%	20%	20%	17%	19%	18%	23%	16%	21%	17%	16%	16%	15%	15%	16%
	100%	29%	25%	16%	4%	25%	33%	7%	17%	5%	35%	7%	20%	28%	25%	15%	12%	8%	6%
Moderately Enthusiastic 5-7 Rating	200	65	56	26	6	43	79	16	34	10	57	19	42	73	60	36	35	22	15
	25%	30%	26%	21%	22%	22%	29%	26%	23%	21%	23%	26%	27%	28%	24%	23%	26%	27%	26%
	100%	32%	28%	13%	3%	21%	39%	8%	17%	5%	29%	10%	21%	36%	30%	18%	17%	11%	7%
Not Very Enthusiastic 1-4 Rating	74	16	14	6	7	29	19	6	7	9	31	5	8	19	24	9	9	3	3
	9%	7%	6%	5%	25%	15%	7%	10%	5%	21%	12%	6%	5%	7%	9%	6%	7%	4%	5%
	100%	22%	18%	8%	10%	39%	25%	8%	9%	13%	42%	6%	11%	26%	33%	12%	12%	4%	4%
Don't Know	10	1	3			6	1	1			9	1	3	1	3	1			
	1%	0%	2%			3%	0%	2%			3%	1%	2%	0%	1%	1%			
	100%	10%	32%			58%	5%	10%			85%	5%	32%	5%	25%	14%			
Refused	2	1					2					1		2	1	1	1	1	1
	0%	1%					1%					1%		1%	1%	1%	1%	2%	2%
	100%	57%					100%					43%		100%	57%	57%	57%	57%	57%
8-10 Enthusiasm	513	133	139	94	14	117	169	41	106	26	156	50	103	166	166	105	88	55	38
	64%	62%	66%	75%	52%	60%	63%	63%	72%	58%	61%	66%	66%	64%	65%	69%	66%	67%	66%
	100%	26%	27%	18%	3%	23%	33%	8%	21%	5%	30%	10%	20%	32%	32%	21%	17%	11%	7%
1-7 Enthusiasm	274	81	70	32	13	72	97	23	41	19	89	24	50	92	85	44	43	25	18
	34%	37%	33%	25%	48%	37%	36%	35%	28%	42%	35%	32%	32%	35%	33%	29%	33%	31%	31%
	100%	29%	25%	12%	5%	26%	35%	8%	15%	7%	32%	9%	18%	34%	31%	16%	16%	9%	6%

Q7. On a scale of 1 to 10, where one means that you are not at all enthusiastic and ten means that you are extremely enthusiastic, how enthusiastic are you about voting in the August Republican primary election for U.S. Senate, Governor, Congress, and other state and local offices?

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favorable	Unfavorable	Favorable	Unfavorable	Aware	Favorable	Unfavorable	Aware All 3	Opin. All 3	Opin. K/A	Cable	Satellite	Antenna	Streaming	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Extremely Enthusiastic 10 Rating	351	164	37	202	82	231	122	31	209	114	185	73	78	31	79	36
	44%	44%	49%	44%	46%	47%	53%	44%	47%	50%	45%	44%	45%	46%	47%	30%
	100%	47%	11%	58%	23%	66%	35%	9%	60%	33%	53%	21%	22%	9%	22%	10%
Highly Enthusiastic 8-9 Rating	162	81	9	98	30	95	46	9	88	43	82	38	37	13	32	26
	20%	22%	11%	21%	17%	19%	20%	12%	20%	19%	20%	23%	21%	19%	19%	21%
	100%	50%	5%	61%	19%	59%	28%	5%	54%	27%	50%	23%	23%	8%	20%	16%
Moderately Enthusiastic 5-7 Rating	200	94	20	123	38	118	52	19	107	53	104	42	44	12	41	35
	25%	25%	26%	27%	22%	24%	23%	27%	24%	23%	25%	26%	25%	17%	24%	29%
	100%	47%	10%	62%	19%	59%	26%	10%	53%	26%	52%	21%	22%	6%	21%	17%
Not Very Enthusiastic 1-4 Rating	74	27	11	31	26	40	9	11	38	17	36	11	13	11	14	21
	9%	7%	14%	7%	15%	8%	4%	15%	8%	7%	9%	7%	7%	16%	8%	18%
	100%	36%	14%	43%	35%	54%	12%	15%	51%	23%	48%	15%	18%	15%	19%	29%
Don't Know	10	2		5	1	5			4		2		3	1	3	3
	1%	0%		1%	0%	1%			1%		0%		2%	1%	2%	2%
	100%	15%		47%	5%	52%			39%		15%		25%	7%	27%	27%
Refused	2	2			1	2		1	2	1	1					
	0%	1%			1%	0%		2%	1%	1%	0%					
	100%	100%			57%	100%		57%	100%	57%	57%					
8-10 Enthusiasm	513	245	46	301	112	326	167	40	297	158	267	111	116	44	111	62
	64%	66%	60%	65%	63%	66%	73%	56%	66%	69%	65%	67%	66%	65%	66%	51%
	100%	48%	9%	59%	22%	64%	33%	8%	58%	31%	52%	22%	23%	9%	22%	12%
1-7 Enthusiasm	274	120	31	155	64	157	61	30	144	70	139	54	57	23	55	56
	34%	33%	40%	34%	36%	32%	27%	42%	32%	30%	34%	33%	32%	34%	33%	46%
	100%	44%	11%	56%	23%	58%	22%	11%	53%	25%	51%	20%	21%	8%	20%	20%

Q7. On a scale of 1 to 10, where one means that you are not at all enthusiastic and ten means that you are extremely enthusiastic, how enthusiastic are you about voting in the August Republican primary election for U.S. Senate, Governor, Congress, and other state and local offices?

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Spring- field	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Extremely Enthusiastic 10 Rating	351	112	37	22	22	96	80	32	84	60	35	60
	44%	59%	34%	30%	38%	39%	48%	42%	49%	42%	44%	37%
	100%	32%	10%	6%	6%	27%	23%	9%	24%	17%	10%	17%
Highly Enthusiastic 8-9 Rating	162	32	24	15	13	51	37	13	32	29	14	37
	20%	17%	23%	20%	22%	21%	22%	17%	18%	21%	18%	23%
	100%	20%	15%	9%	8%	32%	23%	8%	20%	18%	9%	23%
Moderately Enthusiastic 5-7 Rating	200	38	39	29	15	66	34	21	42	38	22	45
	25%	20%	37%	38%	25%	27%	20%	28%	24%	27%	27%	28%
	100%	19%	20%	14%	7%	33%	17%	10%	21%	19%	11%	22%
Not Very Enthusiastic 1-4 Rating	74	8	5	9	7	27	12	9	15	12	10	17
	9%	4%	5%	12%	12%	11%	7%	12%	9%	8%	12%	10%
	100%	11%	7%	12%	9%	36%	16%	12%	20%	16%	13%	23%
Don't Know	10		2	1	1	1	4	1	1	3		1
	1%		1%	1%	2%	0%	2%	1%	1%	2%		1%
	100%		15%	5%	12%	10%	39%	10%	10%	31%		10%
Refused	2					2						2
	0%					1%						1%
	100%					100%						100%
8-10 Enthusiasm	513	144	61	37	35	147	117	44	116	89	50	97
	64%	76%	57%	49%	60%	60%	70%	59%	67%	63%	62%	60%
	100%	28%	12%	7%	7%	29%	23%	9%	23%	17%	10%	19%
1-7 Enthusiasm	274	46	44	38	22	93	46	30	56	50	31	62
	34%	24%	42%	50%	37%	38%	27%	39%	32%	35%	38%	38%
	100%	17%	16%	14%	8%	34%	17%	11%	21%	18%	11%	23%

Q7A. Vote Propensity (High: Definitely GOP Primary, 8-10 Enthusiasm, and Voted in Both 2020 and 2022 Primary Elections; Low: Not Definitely GOP Primary, 1-7 Enthusiasm, and Voted in 1 or Less of 2020 and 2022 Primary Elections; Medium: All Others)

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
High Propensity	260	142	118	30	93	137	28	113	20	98	23	54	175	229	128	128	59	80	69	49
	32%	34%	31%	14%	33%	45%	15%	49%	18%	36%	20%	25%	39%	34%	31%	34%	30%	38%	33%	29%
	100%	55%	45%	12%	36%	53%	11%	44%	8%	38%	9%	21%	67%	88%	49%	49%	23%	31%	26%	19%
Medium Propensity	458	228	230	147	162	149	127	101	77	153	64	134	249	382	241	209	116	106	125	103
	57%	55%	60%	68%	58%	49%	68%	44%	69%	57%	55%	62%	56%	58%	59%	55%	59%	50%	60%	61%
	100%	50%	50%	32%	35%	33%	28%	22%	17%	33%	14%	29%	54%	83%	53%	46%	25%	23%	27%	23%
Low Propensity	82	48	34	38	25	19	31	17	15	19	30	29	23	52	37	44	21	26	16	18
	10%	12%	9%	18%	9%	6%	17%	7%	14%	7%	26%	13%	5%	8%	9%	11%	11%	12%	7%	11%
	100%	59%	41%	46%	31%	23%	38%	20%	18%	23%	37%	35%	28%	63%	45%	53%	26%	31%	19%	22%
High and Medium	718	370	348	177	255	286	155	214	97	252	87	187	424	611	369	338	176	186	193	152
	90%	88%	91%	82%	91%	94%	83%	93%	86%	93%	74%	87%	95%	92%	91%	89%	89%	88%	93%	89%
	100%	51%	49%	25%	36%	40%	22%	30%	13%	35%	12%	26%	59%	85%	51%	47%	24%	26%	27%	21%
Medium and Low	540	276	264	185	187	168	158	118	92	172	94	162	272	434	278	253	138	132	140	122
	68%	66%	69%	86%	67%	55%	85%	51%	82%	64%	80%	75%	61%	66%	69%	66%	70%	62%	67%	71%
	100%	51%	49%	34%	35%	31%	29%	22%	17%	32%	17%	30%	50%	80%	52%	47%	26%	24%	26%	23%

Q7A. Vote Propensity (High: Definitely GOP Primary, 8-10 Enthusiasm, and Voted in Both 2020 and 2022 Primary Elections; Low: Not Definitely GOP Primary, 1-7 Enthusiasm, and Voted in 1 or Less of 2020 and 2022 Primary Elections; Medium: All Others)

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
High Propensity	260	78	163	161	77	51	75	93	49	206	18	9
	32%	27%	37%	36%	27%	31%	35%	32%	22%	36%	16%	15%
	100%	30%	63%	62%	29%	19%	29%	36%	19%	79%	7%	3%
Medium Propensity	458	168	243	251	168	91	123	171	146	307	76	44
	57%	58%	56%	56%	58%	55%	57%	58%	65%	54%	66%	74%
	100%	37%	53%	55%	37%	20%	27%	37%	32%	67%	17%	10%
Low Propensity	82	45	30	37	44	23	16	29	28	51	21	6
	10%	15%	7%	8%	15%	14%	8%	10%	13%	9%	18%	11%
	100%	54%	37%	45%	53%	28%	20%	36%	35%	62%	26%	8%
High and Medium	718	246	406	412	244	141	198	264	194	512	94	53
	90%	85%	93%	92%	85%	86%	92%	90%	87%	91%	82%	89%
	100%	34%	56%	57%	34%	20%	28%	37%	27%	71%	13%	7%
Medium and Low	540	212	273	288	212	113	140	201	174	358	97	51
	68%	73%	63%	64%	73%	69%	65%	68%	78%	64%	84%	85%
	100%	39%	50%	53%	39%	21%	26%	37%	32%	66%	18%	9%

Q7A. Vote Propensity (High: Definitely GOP Primary, 8-10 Enthusiasm, and Voted in Both 2020 and 2022 Primary Elections; Low: Not Definitely GOP Primary, 1-7 Enthusiasm, and Voted in 1 or Less of 2020 and 2022 Primary Elections; Medium: All Others)

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
High Propensity	260	260		196	260		260			260		215	215	215	
	32%	42%		56%	51%		100%			36%		44%	42%	63%	
	100%	100%		75%	100%		100%			100%		100%	100%	100%	
Medium Propensity	458	365	93	155	253	192		458		458	458	240	266	127	113
	57%	58%	53%	44%	49%	70%		100%		64%	85%	49%	52%	37%	79%
	100%	80%	20%	34%	55%	42%		100%		100%	100%	56%	62%	30%	26%
Low Propensity	82		82			82			82		82	31	26		31
	10%		47%			30%			100%		15%	6%	5%		21%
	100%		100%			100%			100%		100%	45%	37%		45%
High and Medium	718	625	93	351	513	192	260	458		718	458	456	481	342	113
	90%	100%	53%	100%	100%	70%	100%	100%		100%	85%	94%	95%	100%	79%
	100%	87%	13%	49%	71%	27%	36%	64%		100%	64%	71%	75%	53%	18%
Medium and Low	540	365	175	155	253	274		458	82	458	540	271	291	127	144
	68%	58%	100%	44%	49%	100%		100%	100%	64%	100%	56%	58%	37%	100%
	100%	68%	32%	29%	47%	51%		85%	15%	85%	100%	54%	58%	25%	29%

Q7A. Vote Propensity (High: Definitely GOP Primary, 8-10 Enthusiasm, and Voted in Both 2020 and 2022 Primary Elections; Low: Not Definitely GOP Primary, 1-7 Enthusiasm, and Voted in 1 or Less of 2020 and 2022 Primary Elections; Medium: All Others)

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Ashcr-					Ashcr-					To	From	Ashcr-					All 3
		Kehoe	oft	Eigel	Other	Don't Know	Kehoe	oft	Eigel	Other	Know	Kehoe	Ash.	Kehoe	oft	Eigel	Keh./ Ash.	Keh./ Eig.	
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
High Propensity	260	78	66	51	8	50	89	26	62	13	62	18	44	101	101	64	58	39	27
	32%	36%	31%	40%	27%	26%	33%	41%	42%	30%	25%	24%	28%	39%	40%	42%	43%	48%	47%
	100%	30%	26%	19%	3%	19%	34%	10%	24%	5%	24%	7%	17%	39%	39%	25%	22%	15%	10%
Medium Propensity	458	119	125	66	16	117	157	32	73	25	160	53	98	137	127	69	62	35	24
	57%	55%	59%	52%	59%	60%	58%	49%	49%	55%	63%	69%	62%	53%	50%	45%	47%	43%	41%
	100%	26%	27%	14%	4%	26%	34%	7%	16%	5%	35%	11%	21%	30%	28%	15%	14%	8%	5%
Low Propensity	82	19	21	10	4	26	23	7	12	7	31	5	15	22	26	19	13	7	7
	10%	9%	10%	8%	14%	14%	9%	10%	8%	15%	12%	7%	10%	8%	10%	13%	10%	9%	12%
	100%	23%	26%	13%	5%	32%	28%	8%	15%	8%	38%	6%	19%	27%	32%	23%	16%	9%	8%
High and Medium	718	196	191	116	24	168	246	58	135	38	222	71	141	239	228	133	120	74	50
	90%	91%	90%	92%	86%	86%	91%	90%	92%	85%	88%	93%	90%	92%	90%	87%	90%	91%	88%
	100%	27%	27%	16%	3%	23%	34%	8%	19%	5%	31%	10%	20%	33%	32%	19%	17%	10%	7%
Medium and Low	540	138	146	76	20	144	180	38	85	32	191	57	113	159	154	88	75	42	30
	68%	64%	69%	60%	73%	74%	67%	59%	58%	70%	75%	76%	72%	61%	60%	58%	57%	52%	53%
	100%	26%	27%	14%	4%	27%	33%	7%	16%	6%	35%	11%	21%	29%	28%	16%	14%	8%	6%



Q7A. Vote Propensity (High: Definitely GOP Primary, 8-10 Enthusiasm, and Voted in Both 2020 and 2022 Primary Elections; Low: Not Definitely GOP Primary, 1-7 Enthusiasm, and Voted in 1 or Less of 2020 and 2022 Primary Elections; Medium: All Others)

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
High Propensity	260	135	29	152	69	180	91	25	165	89	156	60	65	26	48	23
	32%	36%	38%	33%	39%	37%	40%	35%	37%	39%	38%	36%	37%	40%	28%	19%
	100%	52%	11%	58%	27%	69%	35%	10%	63%	34%	60%	23%	25%	10%	18%	9%
Medium Propensity	458	205	37	269	85	264	125	35	241	121	217	94	99	34	100	72
	57%	56%	49%	59%	48%	54%	55%	49%	54%	53%	53%	57%	56%	51%	59%	60%
	100%	45%	8%	59%	19%	58%	27%	8%	53%	26%	47%	21%	22%	7%	22%	16%
Low Propensity	82	29	10	39	23	48	12	12	42	18	36	10	11	7	21	25
	10%	8%	13%	8%	13%	10%	5%	16%	9%	8%	9%	6%	7%	10%	12%	21%
	100%	36%	12%	47%	28%	58%	14%	14%	51%	23%	44%	13%	14%	8%	25%	31%
High and Medium	718	340	67	421	155	444	216	59	406	210	373	154	164	60	148	95
	90%	92%	87%	92%	87%	90%	95%	84%	91%	92%	91%	94%	93%	90%	88%	79%
	100%	47%	9%	59%	22%	62%	30%	8%	57%	29%	52%	21%	23%	8%	21%	13%
Medium and Low	540	234	47	308	109	312	137	46	283	139	253	105	110	41	121	97
	68%	64%	62%	67%	61%	63%	60%	65%	63%	61%	62%	64%	63%	60%	72%	81%
	100%	43%	9%	57%	20%	58%	25%	9%	52%	26%	47%	19%	20%	8%	22%	18%

Q7A. Vote Propensity (High: Definitely GOP Primary, 8-10 Enthusiasm, and Voted in Both 2020 and 2022 Primary Elections; Low: Not Definitely GOP Primary, 1-7 Enthusiasm, and Voted in 1 or Less of 2020 and 2022 Primary Elections; Medium: All Others)

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
High Propensity	260	76	33	16	17	79	61	17	66	37	34	45
	32%	40%	31%	22%	29%	32%	37%	23%	38%	26%	41%	28%
	100%	29%	13%	6%	7%	30%	23%	7%	25%	14%	13%	17%
Medium Propensity	458	104	62	45	36	135	92	50	91	89	39	97
	57%	55%	58%	59%	62%	56%	55%	67%	52%	63%	48%	60%
	100%	23%	13%	10%	8%	30%	20%	11%	20%	19%	8%	21%
Low Propensity	82	10	12	15	5	29	13	8	17	15	9	21
	10%	5%	11%	19%	9%	12%	8%	10%	10%	11%	11%	13%
	100%	12%	15%	18%	6%	36%	16%	9%	20%	18%	11%	25%
High and Medium	718	180	95	61	53	214	153	67	157	127	72	142
	90%	95%	89%	81%	91%	88%	92%	90%	90%	89%	89%	87%
	100%	25%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Medium and Low	540	114	74	59	41	165	105	58	108	104	47	117
	68%	60%	69%	78%	71%	68%	63%	77%	62%	74%	59%	72%
	100%	21%	14%	11%	8%	30%	20%	11%	20%	19%	9%	22%

Q13. What issue will be MOST important in deciding your vote for Governor?

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Illegal immigration and border security	190	91	99	24	69	97	23	68	19	80	19	41	123	164	116	69	50	36	65	33
	24%	22%	26%	11%	25%	32%	12%	29%	17%	30%	16%	19%	28%	25%	28%	18%	26%	17%	31%	20%
	100%	48%	52%	13%	36%	51%	12%	36%	10%	42%	10%	22%	65%	86%	61%	36%	27%	19%	34%	17%
Jobs & the economy	107	66	41	34	43	30	38	28	12	29	16	38	52	90	44	63	25	41	19	22
	13%	16%	11%	16%	15%	10%	20%	12%	11%	11%	14%	18%	12%	14%	11%	17%	13%	20%	9%	13%
	100%	62%	38%	32%	40%	28%	36%	26%	11%	27%	15%	35%	49%	85%	41%	59%	23%	39%	18%	20%
Government spending and the state budget	76	47	29	26	28	22	28	19	9	20	9	25	41	66	32	44	21	26	11	18
	9%	11%	8%	12%	10%	7%	15%	8%	8%	7%	8%	12%	9%	10%	8%	12%	10%	12%	5%	11%
	100%	62%	38%	34%	37%	29%	36%	25%	12%	27%	12%	33%	54%	87%	42%	58%	27%	34%	15%	24%
Abortion	67	24	43	15	16	36	8	16	11	32	17	9	40	48	40	26	10	14	30	12
	8%	6%	11%	7%	6%	12%	4%	7%	10%	12%	14%	4%	9%	7%	10%	7%	5%	7%	14%	7%
	100%	36%	64%	23%	24%	54%	12%	24%	17%	47%	25%	13%	59%	72%	60%	38%	15%	21%	45%	18%
Taxes	58	39	19	20	16	21	21	18	3	16	7	12	39	51	24	34	15	24	9	10
	7%	9%	5%	9%	6%	7%	11%	8%	3%	6%	6%	6%	9%	8%	6%	9%	8%	11%	4%	6%
	100%	67%	33%	35%	28%	36%	36%	31%	5%	28%	12%	21%	67%	88%	42%	58%	26%	41%	16%	17%
Crime and public safety	55	27	28	10	24	21	7	20	10	18	11	18	26	44	28	27	14	13	14	14
	7%	6%	7%	5%	8%	7%	4%	9%	9%	7%	9%	8%	6%	7%	7%	7%	7%	6%	7%	8%
	100%	49%	51%	18%	43%	39%	12%	37%	18%	33%	20%	33%	47%	80%	50%	50%	25%	24%	26%	25%
Election integrity	48	26	22	16	14	18	13	13	7	15	4	12	30	42	26	20	15	10	12	10
	6%	6%	6%	8%	5%	6%	7%	6%	6%	6%	4%	6%	7%	6%	7%	5%	8%	5%	6%	6%
	100%	55%	45%	34%	29%	37%	28%	27%	14%	31%	9%	25%	62%	87%	55%	41%	31%	20%	24%	21%
Rising costs	48	21	27	12	27	8	6	15	16	11	3	19	25	44	22	25	11	10	11	15
	6%	5%	7%	6%	10%	3%	3%	6%	14%	4%	3%	9%	6%	7%	5%	7%	6%	5%	5%	9%
	100%	44%	56%	26%	57%	17%	13%	31%	33%	23%	7%	40%	52%	92%	47%	53%	23%	21%	24%	32%
Gun owners' rights	46	28	18	15	18	13	17	11	5	12	5	17	23	40	27	18	16	12	11	5
	6%	7%	5%	7%	6%	4%	9%	5%	5%	5%	4%	8%	5%	6%	7%	5%	8%	6%	5%	3%
	100%	61%	39%	33%	39%	27%	37%	24%	12%	27%	11%	37%	50%	87%	59%	39%	34%	27%	25%	12%
Education	25	10	15	14	6	4	7	2	7	8	6	9	9	18	10	15	5	4	5	10
	3%	2%	4%	6%	2%	1%	4%	1%	7%	3%	5%	4%	2%	3%	2%	4%	3%	2%	2%	6%
	100%	39%	61%	56%	26%	17%	30%	9%	30%	32%	24%	35%	38%	73%	40%	60%	21%	18%	19%	42%
Health care	22	5	17	9	4	9	2	4	7	10	15	3	5	7	9	13	2	4	7	9
	3%	1%	4%	4%	2%	3%	1%	2%	6%	4%	13%	1%	1%	1%	2%	3%	1%	2%	4%	6%
	100%	24%	76%	39%	19%	42%	8%	16%	30%	45%	66%	13%	21%	34%	41%	59%	7%	17%	34%	42%
Other	32	17	15	7	8	17	8	9	3	12	1	7	22	30	17	15	8	9	9	6
	4%	4%	4%	3%	3%	5%	4%	4%	3%	5%	1%	3%	5%	4%	4%	4%	4%	4%	4%	4%
	100%	52%	48%	23%	26%	51%	23%	29%	9%	39%	4%	23%	69%	92%	53%	47%	25%	27%	28%	20%
Don't know	16	8	8	7	2	7	4	4	3	5	2	4	9	13	6	9	3	5	3	5
	2%	2%	2%	3%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	3%
	100%	49%	51%	44%	11%	45%	22%	26%	21%	30%	14%	26%	56%	82%	41%	59%	19%	30%	22%	29%
Refused	11	9	2	4	4	2	5	4		2	2	2	3	5	5	3	3	3	2	
	1%	2%	0%	2%	2%	1%	3%	2%		1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	
	100%	85%	15%	39%	41%	20%	51%	34%		15%	15%	20%	31%	51%	43%	32%	28%	32%	15%	

Q13. What issue will be MOST important in deciding your vote for Governor?

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Illegal immigration and border security	190	47	125	115	57	45	52	50	39	147	16	8
	24%	16%	29%	26%	20%	27%	24%	17%	17%	26%	14%	14%
	100%	25%	66%	61%	30%	24%	27%	26%	20%	77%	8%	4%
	107	42	57	59	42	20	25	46	31	75	23	5
Jobs & the economy	13%	15%	13%	13%	15%	12%	12%	16%	14%	13%	20%	8%
	100%	40%	53%	55%	40%	19%	23%	44%	30%	70%	22%	5%
	76	43	26	42	30	12	16	38	21	55	12	6
Government spending and the state budget	9%	15%	6%	9%	10%	7%	8%	13%	9%	10%	11%	11%
	100%	57%	34%	55%	40%	16%	21%	50%	28%	72%	16%	8%
	67	33	28	34	28	23	13	12	15	50	4	6
Abortion	8%	12%	6%	8%	10%	14%	6%	4%	7%	9%	3%	11%
	100%	50%	41%	51%	41%	34%	20%	18%	23%	74%	6%	9%
	58	22	30	34	22	10	12	31	21	36	18	3
Taxes	7%	8%	7%	8%	8%	6%	5%	11%	10%	6%	15%	5%
	100%	39%	51%	59%	39%	18%	20%	54%	37%	63%	31%	5%
	55	17	32	27	23	11	19	20	11	44	5	3
Crime and public safety	7%	6%	7%	6%	8%	6%	9%	7%	5%	8%	5%	4%
	100%	31%	58%	49%	42%	19%	34%	37%	20%	80%	10%	5%
	48	9	37	30	16	9	10	21	12	35	7	2
Election integrity	6%	3%	8%	7%	6%	5%	5%	7%	5%	6%	6%	4%
	100%	19%	76%	63%	33%	19%	21%	43%	25%	73%	15%	4%
	48	17	29	30	11	4	21	22	16	31	5	8
Rising costs	6%	6%	7%	7%	4%	2%	10%	8%	7%	5%	5%	13%
	100%	35%	60%	64%	22%	9%	44%	47%	34%	65%	11%	17%
	46	16	27	25	17	15	11	14	18	26	10	3
Gun owners' rights	6%	6%	6%	6%	6%	9%	5%	5%	8%	5%	9%	6%
	100%	35%	58%	55%	36%	32%	25%	31%	39%	57%	23%	8%
	25	15	7	10	14		12	12	11	14	3	7
Education	3%	5%	2%	2%	5%		6%	4%	5%	2%	3%	12%
	100%	59%	30%	40%	57%		48%	49%	44%	56%	14%	30%
	22	14	4	12	11	5	5	10	7	15	2	4
Health care	3%	5%	1%	3%	4%	3%	2%	3%	3%	3%	2%	6%
	100%	65%	20%	52%	48%	20%	20%	46%	32%	68%	8%	16%
	32	8	19	17	13	7	13	9	13	19	6	3
Other	4%	3%	4%	4%	5%	4%	6%	3%	6%	3%	5%	4%
	100%	24%	58%	53%	41%	22%	42%	27%	41%	59%	18%	8%
	16	5	8	12	1	3	4	2	5	11	3	1
Don't know	2%	2%	2%	3%	0%	2%	2%	1%	2%	2%	2%	2%
	100%	33%	51%	75%	5%	21%	25%	15%	33%	67%	18%	9%
	11	1	8	2	4	1	2	5	1	5	1	
Refused	1%	0%	2%	0%	1%	0%	1%	2%	1%	1%	1%	
	100%	12%	75%	20%	40%	8%	15%	44%	12%	48%	12%	

Q13. What issue will be MOST important in deciding your vote for Governor?

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Illegal immigration and border security	190	157	33	112	144	46	76	104	10	180	114	115	118	83	32
	24%	25%	19%	32%	28%	17%	29%	23%	12%	25%	21%	24%	23%	24%	22%
	100%	83%	17%	59%	76%	24%	40%	55%	5%	95%	60%	71%	73%	51%	20%
Jobs & the economy	107	83	23	37	61	44	33	62	12	95	74	60	71	46	14
	13%	13%	13%	10%	12%	16%	13%	13%	15%	13%	14%	12%	14%	13%	10%
	100%	78%	22%	34%	57%	42%	31%	58%	11%	89%	69%	64%	75%	48%	15%
Government spending and the state budget	76	51	24	22	37	38	16	45	15	61	59	45	52	29	16
	9%	8%	14%	6%	7%	14%	6%	10%	18%	9%	11%	9%	10%	9%	11%
	100%	68%	32%	30%	49%	50%	22%	59%	19%	81%	78%	63%	74%	41%	22%
Abortion	67	45	22	29	38	29	23	33	12	56	44	42	44	33	9
	8%	7%	13%	8%	7%	11%	9%	7%	14%	8%	8%	9%	9%	10%	6%
	100%	67%	33%	44%	57%	43%	34%	49%	18%	82%	66%	68%	72%	53%	15%
Taxes	58	47	11	22	35	22	17	36	5	53	41	36	38	27	9
	7%	8%	6%	6%	7%	8%	7%	8%	6%	7%	8%	7%	8%	8%	6%
	100%	82%	18%	38%	60%	37%	29%	62%	9%	91%	71%	67%	71%	50%	17%
Crime and public safety	55	43	12	26	44	9	23	29	3	52	32	36	39	27	9
	7%	7%	7%	7%	9%	3%	9%	6%	4%	7%	6%	7%	8%	8%	6%
	100%	78%	22%	47%	81%	16%	41%	54%	5%	95%	59%	73%	80%	54%	19%
Election integrity	48	38	10	25	35	13	14	28	6	42	34	31	28	18	12
	6%	6%	6%	7%	7%	5%	5%	6%	8%	6%	6%	6%	5%	5%	9%
	100%	78%	22%	52%	72%	26%	29%	58%	13%	87%	71%	71%	65%	42%	29%
Rising costs	48	40	8	17	28	19	13	32	2	45	35	29	29	19	10
	6%	6%	5%	5%	5%	7%	5%	7%	3%	6%	6%	6%	6%	5%	7%
	100%	83%	17%	36%	58%	39%	27%	68%	5%	95%	73%	66%	67%	42%	24%
Gun owners' rights	46	43	3	23	33	13	15	29	2	44	31	29	29	18	10
	6%	7%	2%	7%	6%	5%	6%	6%	2%	6%	6%	6%	6%	5%	7%
	100%	93%	7%	51%	71%	29%	33%	63%	4%	96%	67%	67%	69%	43%	24%
Education	25	20	5	7	12	13	4	18	2	22	20	16	12	10	7
	3%	3%	3%	2%	2%	5%	2%	4%	3%	3%	4%	3%	2%	3%	5%
	100%	81%	19%	27%	47%	53%	18%	72%	10%	90%	82%	77%	56%	46%	32%
Health care	22	11	11	8	11	10	4	13	5	17	18	10	11	6	5
	3%	2%	6%	2%	2%	4%	2%	3%	6%	2%	3%	2%	2%	2%	3%
	100%	51%	49%	35%	49%	46%	19%	57%	24%	76%	81%	58%	59%	32%	26%
Other	32	28	5	17	25	7	16	14	3	29	17	17	22	15	2
	4%	4%	3%	5%	5%	3%	6%	3%	4%	4%	3%	4%	4%	4%	1%
	100%	86%	14%	54%	76%	22%	48%	43%	9%	91%	52%	63%	81%	56%	7%
Don't know	16	11	5	4	7	7	4	8	3	13	11	13	7	7	5
	2%	2%	3%	1%	1%	2%	2%	2%	4%	2%	2%	3%	1%	2%	4%
	100%	67%	33%	24%	47%	42%	28%	54%	19%	81%	72%	86%	51%	51%	35%
Refused	11	8	3	3	4	4	2	7	2	9	9	8	6	4	4
	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%	1%	1%	3%
	100%	72%	28%	23%	37%	39%	16%	69%	15%	85%	84%	75%	54%	40%	35%

Q13. What issue will be MOST important in deciding your vote for Governor?

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Illegal immigration and border security	190	48	61	33	3	41	61	14	39	8	61	19	48	57	53	32	25	18	14
	24%	22%	29%	26%	12%	21%	23%	22%	27%	18%	24%	26%	30%	22%	21%	21%	19%	23%	24%
	100%	25%	32%	17%	2%	21%	32%	7%	21%	4%	32%	10%	25%	30%	28%	17%	13%	10%	7%
Jobs & the economy	107	43	30	14	3	16	45	13	18	5	25	6	18	42	33	20	18	15	11
	13%	20%	14%	11%	12%	8%	17%	19%	12%	10%	10%	8%	11%	16%	13%	13%	13%	19%	19%
	100%	40%	28%	13%	3%	15%	42%	12%	16%	5%	24%	6%	17%	39%	31%	19%	17%	14%	10%
Government spending and the state budget	76	15	18	22	2	17	23	3	21	6	22	11	15	23	24	23	14	11	8
	9%	7%	8%	18%	8%	9%	9%	4%	14%	13%	9%	15%	10%	9%	9%	15%	10%	14%	13%
	100%	19%	24%	29%	3%	22%	31%	3%	28%	8%	29%	15%	20%	31%	31%	30%	18%	15%	10%
Abortion	67	11	19	1	5	29	15	7	3	7	33	6	13	16	20	5	6	1	1
	8%	5%	9%	1%	19%	15%	5%	11%	2%	15%	13%	8%	8%	6%	8%	3%	4%	2%	2%
	100%	16%	28%	2%	8%	43%	22%	11%	4%	10%	49%	9%	19%	24%	29%	7%	9%	2%	2%
Taxes	58	14	11	19	4	8	18	4	21	2	10	5	8	22	23	15	15	5	4
	7%	7%	5%	15%	15%	4%	7%	6%	15%	5%	4%	7%	5%	9%	9%	10%	11%	6%	8%
	100%	24%	19%	34%	7%	14%	31%	7%	37%	4%	18%	9%	14%	39%	40%	26%	26%	9%	7%
Crime and public safety	55	21	19	3	1	11	29	4	2	1	19	9	15	23	23	9	13	6	4
	7%	10%	9%	3%	2%	5%	11%	7%	1%	3%	7%	12%	9%	9%	9%	6%	10%	8%	8%
	100%	39%	35%	6%	1%	19%	52%	8%	4%	2%	34%	16%	27%	42%	42%	17%	24%	11%	8%
Election integrity	48	12	8	11		16	14	3	12	1	18	3	6	16	18	14	8	7	3
	6%	5%	4%	9%		8%	5%	4%	8%	2%	7%	4%	4%	6%	7%	9%	6%	8%	5%
	100%	25%	17%	23%		32%	29%	6%	25%	2%	37%	7%	12%	33%	38%	29%	16%	14%	6%
Rising costs	48	10	11	6	1	16	17	4	9	2	15	7	8	18	16	11	11	6	6
	6%	5%	5%	5%	3%	8%	6%	7%	6%	4%	6%	9%	5%	7%	6%	7%	8%	8%	11%
	100%	21%	24%	13%	2%	34%	36%	9%	19%	4%	31%	14%	17%	38%	34%	22%	23%	13%	13%
Gun owners' rights	46	13	12	8	1	11	16	1	10	1	16	4	10	12	12	4	6	2	
	6%	6%	5%	7%	3%	6%	6%	2%	7%	2%	6%	5%	7%	5%	5%	3%	4%	3%	
	100%	28%	25%	18%	2%	24%	35%	3%	21%	2%	34%	9%	22%	27%	26%	9%	13%	5%	
Education	25	6	3	5	2	9	7	4	5	2	6	1		8	8	6	7	2	2
	3%	3%	1%	4%	7%	5%	3%	6%	4%	5%	2%	2%		3%	3%	4%	5%	2%	3%
	100%	23%	12%	19%	8%	37%	29%	15%	22%	8%	23%	6%		32%	31%	23%	29%	7%	7%
Health care	22	7	5		3	6	5	1	1	6	9		5	3	6	5	2	1	1
	3%	3%	2%		13%	3%	2%	2%	1%	14%	3%		3%	1%	3%	3%	2%	2%	2%
	100%	30%	23%		16%	26%	22%	5%	6%	29%	39%		23%	14%	29%	20%	10%	6%	6%
Other	32	8	10	3	1	10	11	5	3	2	12	3	6	9	9	3	4	2	1
	4%	4%	5%	2%	5%	5%	4%	9%	2%	4%	5%	4%	4%	4%	4%	2%	3%	2%	1%
	100%	24%	31%	8%	4%	30%	34%	17%	8%	5%	36%	9%	18%	29%	28%	10%	11%	5%	2%
Don't know	16	5	5			6	5	2		1	8		3	7	6	1	2	1	
	2%	2%	2%			3%	2%	2%		3%	3%		2%	3%	2%	0%	1%	1%	
	100%	34%	31%			35%	34%	10%		8%	48%		21%	42%	37%	4%	12%	4%	
Refused	11	3	1	1			3		2		1		1	3	3	5	3	3	3
	1%	1%	1%	1%			1%		1%		1%		1%	1%	1%	3%	2%	4%	5%
	100%	28%	12%	8%			28%		20%		12%		12%	33%	24%	44%	24%	33%	24%

Q13. What issue will be MOST important in deciding your vote for Governor?

Population Column % Row %	Kehoe Name ID		Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service					
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Illegal immigration and border security	190	86	11	117	29	108	56	9	97	41	86	46	53	8	37	20
	24%	23%	14%	26%	16%	22%	25%	12%	22%	18%	21%	28%	31%	12%	22%	17%
	100%	45%	6%	62%	15%	57%	30%	4%	51%	22%	45%	24%	28%	4%	20%	11%
Jobs & the economy	107	65	5	76	19	71	38	13	66	39	68	28	19	11	24	15
	13%	18%	7%	16%	11%	15%	17%	18%	15%	17%	17%	17%	11%	16%	14%	12%
	100%	61%	5%	71%	18%	67%	36%	12%	62%	37%	63%	27%	18%	10%	23%	14%
Government spending and the state budget	76	34	12	42	21	58	29	9	52	31	43	13	13	8	21	12
	9%	9%	16%	9%	12%	12%	13%	12%	12%	14%	10%	8%	8%	13%	12%	10%
	100%	45%	16%	56%	28%	77%	39%	12%	69%	41%	56%	18%	18%	11%	28%	15%
Abortion	67	24	9	31	18	34	5	10	30	12	29	9	15	8	8	14
	8%	7%	12%	7%	10%	7%	2%	14%	7%	5%	7%	6%	8%	12%	5%	12%
	100%	36%	14%	47%	27%	50%	8%	15%	44%	18%	44%	14%	22%	12%	11%	21%
Taxes	58	32	5	32	15	39	28	3	37	26	34	11	7	7	17	9
	7%	9%	6%	7%	9%	8%	12%	4%	8%	11%	8%	6%	4%	11%	10%	8%
	100%	55%	9%	55%	26%	68%	48%	5%	65%	44%	58%	18%	13%	13%	29%	16%
Crime and public safety	55	32	3	35	13	32	16	3	28	15	33	19	14	1	12	3
	7%	9%	4%	8%	7%	7%	7%	4%	6%	7%	8%	12%	8%	1%	7%	2%
	100%	58%	6%	63%	24%	59%	30%	5%	52%	27%	59%	35%	25%	1%	22%	5%
Election integrity	48	20	6	26	14	29	14	5	27	17	25	3	9	5	11	10
	6%	5%	8%	6%	8%	6%	6%	7%	6%	7%	6%	2%	5%	7%	7%	9%
	100%	41%	13%	54%	30%	60%	29%	11%	56%	35%	52%	7%	19%	10%	23%	21%
Rising costs	48	18	5	26	10	31	9	7	28	11	19	13	10	5	8	3
	6%	5%	6%	6%	6%	6%	4%	10%	6%	5%	5%	8%	6%	7%	5%	3%
	100%	38%	10%	56%	22%	65%	19%	14%	59%	23%	40%	28%	21%	10%	18%	7%
Gun owners' rights	46	18	8	24	9	25	17		25	15	24	5	11	4	11	10
	6%	5%	11%	5%	5%	5%	7%		5%	6%	6%	3%	6%	6%	7%	8%
	100%	39%	18%	51%	21%	55%	37%		53%	32%	52%	11%	24%	8%	25%	21%
Education	25	11	2	12	5	15	7	2	12	6	13	4	2		10	8
	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	1%		6%	7%
	100%	44%	8%	50%	21%	63%	30%	7%	49%	25%	53%	17%	9%		39%	32%
Health care	22	7	4	9	10	10		6	9	5	11	4	6	4	3	6
	3%	2%	5%	2%	6%	2%		9%	2%	2%	3%	2%	4%	5%	2%	5%
	100%	31%	18%	41%	45%	46%		29%	40%	20%	49%	18%	28%	16%	12%	25%
Other	32	15	4	17	8	19	4	3	19	6	18	3	9	1	6	6
	4%	4%	5%	4%	4%	4%	2%	4%	4%	3%	4%	2%	5%	2%	3%	5%
	100%	47%	11%	53%	24%	57%	13%	9%	57%	19%	56%	9%	27%	5%	17%	20%
Don't know	16	6	1	10	3	11	2	1	11	3	6	5	5	3		
	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	3%	3%	5%		
	100%	36%	5%	62%	21%	67%	12%	5%	67%	17%	36%	30%	33%	22%		
Refused	11	1	1	3	2	9	2	1	8	2	2		1	1	1	4
	1%	0%	1%	1%	1%	2%	1%	2%	2%	1%	1%		0%	2%	1%	4%
	100%	13%	8%	24%	21%	85%	20%	13%	73%	21%	21%		8%	12%	8%	40%

Q13. What issue will be MOST important in deciding your vote for Governor?

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Illegal immigration and border security	190	190				63	45	13	35	34	22	41
	24%	100%				26%	27%	18%	20%	24%	27%	25%
	100%	100%				33%	24%	7%	18%	18%	11%	22%
	107		107			43	20	17	12	14	14	29
Jobs & the economy	13%		100%			18%	12%	23%	7%	10%	17%	18%
	100%		100%			41%	19%	16%	12%	13%	13%	27%
	76			76		22	10	6	18	19	8	15
Government spending and the state budget	9%			100%		9%	6%	8%	10%	13%	9%	9%
	100%			100%		30%	14%	8%	23%	25%	10%	20%
	67					24	8	7	19	9	9	15
Abortion	8%					10%	5%	9%	11%	6%	11%	9%
	100%					36%	12%	10%	29%	13%	13%	23%
	58				58	12	20	6	12	9	3	9
Taxes	7%				100%	5%	12%	8%	7%	6%	3%	6%
	100%				100%	20%	34%	10%	20%	15%	4%	16%
	55					23	11	4	11	6	10	13
Crime and public safety	7%					9%	6%	6%	6%	4%	12%	8%
	100%					42%	20%	8%	20%	11%	18%	24%
	48					7	10	1	17	13	4	3
Election integrity	6%					3%	6%	2%	10%	9%	5%	2%
	100%					14%	21%	2%	36%	26%	8%	7%
	48					12	8	3	13	13	4	8
Rising costs	6%					5%	5%	3%	7%	9%	5%	5%
	100%					25%	16%	5%	26%	27%	8%	18%
	46					5	13	5	15	7	1	5
Gun owners' rights	6%					2%	8%	7%	9%	5%	1%	3%
	100%					12%	28%	12%	32%	16%	2%	10%
	25					10	9	2	1	3	3	7
Education	3%					4%	5%	3%	0%	2%	4%	4%
	100%					39%	36%	8%	4%	14%	13%	27%
	22					4	3	5	6	4	1	3
Health care	3%					2%	2%	7%	3%	3%	2%	2%
	100%					19%	14%	22%	26%	19%	6%	13%
	32					8	4	4	12	4		8
Other	4%					3%	2%	5%	7%	3%		5%
	100%					26%	11%	12%	38%	13%		26%
	16					5	1	1	2	7	2	2
Don't know	2%					2%	1%	1%	1%	5%	3%	1%
	100%					30%	8%	4%	15%	42%	16%	15%
	11					4	4	1	1		1	3
Refused	1%					2%	3%	2%	0%		2%	2%
	100%					40%	39%	13%	8%		12%	28%



Q24. Thinking about the Republican Party today, if you had to choose, would you more closely identify yourself as part of the traditional Republican Party OR part of the Trump movement?

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women			
	Total	Wo-		18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.		
		Men	men																				
	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170		
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%		
	224	120	104	51	73	99	46	73	27	78		52	68	100	167	109	110	49	68	60	43		
Strongly Traditional Republican	28%	29%	27%	24%	26%	33%	25%	32%	24%	29%		44%	31%	22%	25%	27%	29%	25%	32%	29%	25%		
	100%	53%	47%	23%	33%	44%	21%	33%	12%	35%		23%	30%	45%	75%	49%	49%	22%	30%	27%	19%		
	67	30	36	28	23	16	22	8	13	24		18	35	14	48	21	45	5	25	16	21		
Not Strongly Traditional Republican	8%	7%	10%	13%	8%	5%	12%	3%	11%	9%		16%	16%	3%	7%	5%	12%	3%	12%	7%	12%		
	100%	45%	55%	42%	34%	24%	34%	12%	19%	36%		27%	52%	21%	73%	32%	68%	8%	37%	23%	31%		
	56	36	20	28	16	12	20	16	10	10		7	19	28	47	22	32	13	22	9	10		
Not Strongly Trump Movement	7%	9%	5%	13%	6%	4%	11%	7%	9%	4%		6%	9%	6%	7%	6%	8%	7%	10%	4%	6%		
	100%	65%	35%	51%	28%	21%	36%	29%	18%	17%		13%	35%	50%	85%	40%	58%	24%	39%	17%	18%		
	380	197	183	78	144	158	79	118	45	138		28	79	265	344	217	159	111	81	105	78		
Strongly Trump Movement	47%	47%	48%	36%	51%	52%	42%	51%	40%	51%		23%	36%	59%	52%	53%	42%	56%	39%	50%	45%		
	100%	52%	48%	21%	38%	42%	21%	31%	12%	36%		7%	21%	70%	90%	57%	42%	29%	21%	28%	20%		
	21	14	6	9	6	5	9	5	2	4		2	3	15	19	10	11	8	7	2	4		
Both	3%	3%	2%	4%	2%	2%	5%	2%	2%	2%		2%	1%	3%	3%	2%	3%	4%	3%	1%	3%		
	100%	69%	31%	45%	30%	26%	45%	24%	10%	21%		10%	16%	75%	90%	46%	54%	37%	32%	9%	22%		
	15	5	10	9	4	2	4	1	6	4		6	1	9	10	7	9	3	2	4	7		
Neither	2%	1%	3%	4%	2%	1%	2%	1%	5%	2%		5%	0%	2%	1%	2%	2%	2%	1%	2%	4%		
	100%	32%	68%	58%	28%	13%	23%	10%	39%	29%		38%	4%	58%	62%	43%	57%	19%	13%	24%	44%		
	29	11	18	7	10	12	4	7	7	12		4	10	12	22	15	13	5	6	10	7		
Don't Know	4%	3%	5%	3%	3%	4%	2%	3%	6%	4%		3%	5%	3%	3%	4%	3%	2%	3%	5%	4%		
	100%	37%	63%	25%	33%	41%	13%	25%	23%	40%		12%	36%	41%	77%	52%	46%	16%	21%	35%	25%		
	9	5	4	4	5		2	2	3	1		1	2	4	5	6	1	3	1	3	1		
Refused	1%	1%	1%	2%	2%		1%	1%	2%	1%		1%	1%	1%	1%	1%	0%	1%	0%	2%	0%		
	100%	54%	46%	43%	57%		28%	26%	30%	16%		15%	19%	42%	61%	69%	15%	30%	8%	39%	7%		
	290	150	141	79	96	115	69	81	40	101		70	102	114	216	130	156	55	92	75	64		
Total Traditional GOP	36%	36%	37%	37%	34%	38%	37%	35%	35%	37%		60%	47%	25%	33%	32%	41%	28%	44%	36%	37%		
	100%	52%	48%	27%	33%	40%	24%	28%	14%	35%		24%	35%	39%	74%	45%	54%	19%	32%	26%	22%		
	436	233	202	106	159	170	99	134	55	147		35	98	293	391	239	191	124	104	115	88		
Total Trump Movement	54%	56%	53%	50%	57%	56%	53%	58%	49%	55%		30%	45%	66%	59%	59%	50%	63%	49%	55%	52%		
	100%	54%	46%	24%	37%	39%	23%	31%	13%	34%		8%	22%	67%	90%	55%	44%	29%	24%	26%	20%		

Q24. Thinking about the Republican Party today, if you had to choose, would you more closely identify yourself as part of the traditional Republican Party OR part of the Trump movement?

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
	800	290	436	449	288	164	215	293	223	563	115	60
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Strongly Traditional Republican	224	224		114	96	45	51	84	58	163	32	14
	28%	77%		25%	33%	28%	24%	29%	26%	29%	27%	24%
	100%	100%		51%	43%	20%	23%	38%	26%	73%	14%	6%
Not Strongly Traditional Republican	67	67		40	26	11	12	37	18	49	11	6
	8%	23%		9%	9%	7%	6%	13%	8%	9%	9%	11%
	100%	100%		60%	39%	16%	18%	55%	27%	73%	16%	10%
Not Strongly Trump Movement	56		56	33	18	8	15	29	20	36	15	5
	7%		13%	7%	6%	5%	7%	10%	9%	6%	13%	9%
	100%		100%	59%	32%	15%	26%	52%	36%	64%	27%	10%
Strongly Trump Movement	380		380	223	126	83	117	121	103	270	50	25
	47%		87%	50%	44%	51%	55%	41%	46%	48%	43%	41%
	100%		100%	59%	33%	22%	31%	32%	27%	71%	13%	6%
Both	21			9	7	6	4	6	6	15	3	2
	3%			2%	2%	4%	2%	2%	3%	3%	3%	3%
	100%			44%	34%	30%	18%	31%	30%	70%	16%	10%
Neither	15			6	9	1	5	8	5	11	1	4
	2%			1%	3%	1%	2%	3%	2%	2%	1%	6%
	100%			40%	60%	9%	30%	49%	29%	71%	5%	25%
Don't Know	29			21	5	7	9	7	11	18	3	3
	4%			5%	2%	4%	4%	2%	5%	3%	3%	4%
	100%			71%	15%	23%	32%	24%	37%	60%	11%	9%
Refused	9			4	2	2	2	2	2	4	1	1
	1%			1%	1%	1%	1%	1%	1%	1%	1%	1%
	100%			43%	24%	26%	25%	21%	27%	45%	9%	9%
Total Traditional GOP	290	290		154	122	56	63	121	76	211	43	20
	36%	100%		34%	42%	34%	29%	41%	34%	38%	37%	34%
	100%	100%		53%	42%	19%	22%	42%	26%	73%	15%	7%
Total Trump Movement	436		436	255	144	91	132	150	123	305	65	30
	54%		100%	57%	50%	56%	61%	51%	55%	54%	56%	50%
	100%		100%	59%	33%	21%	30%	34%	28%	70%	15%	7%

Q24. Thinking about the Republican Party today, if you had to choose, would you more closely identify yourself as part of the traditional Republican Party OR part of the Trump movement?

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medi- um	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Strongly Traditional Republican	224	167	57	88	133	91	66	131	27	197	157	129	138	88	42
	28%	27%	32%	25%	26%	33%	26%	28%	33%	27%	29%	27%	27%	26%	29%
	100%	75%	25%	39%	59%	41%	30%	58%	12%	88%	70%	67%	71%	45%	22%
Not Strongly Traditional Republican	67	37	30	11	23	42	12	37	18	49	55	39	39	28	11
	8%	6%	17%	3%	5%	15%	5%	8%	22%	7%	10%	8%	8%	8%	8%
	100%	55%	45%	17%	35%	63%	18%	56%	27%	73%	82%	65%	65%	46%	19%
Not Strongly Trump Movement	56	32	24	16	26	28	12	32	12	44	44	28	38	20	8
	7%	5%	13%	5%	5%	10%	5%	7%	15%	6%	8%	6%	7%	6%	5%
	100%	58%	42%	28%	47%	51%	22%	57%	22%	78%	78%	55%	75%	40%	15%
Strongly Trump Movement	380	330	49	213	291	80	151	211	18	362	229	247	244	174	72
	47%	53%	28%	61%	57%	29%	58%	46%	22%	50%	42%	51%	48%	51%	50%
	100%	87%	13%	56%	77%	21%	40%	56%	5%	95%	60%	72%	71%	51%	21%
Both	21	18	3	12	14	6	7	12	2	19	14	13	14	11	2
	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%	3%	3%	3%	3%	2%
	100%	85%	15%	57%	69%	31%	34%	57%	8%	92%	66%	74%	77%	61%	13%
Neither	15	13	2	4	7	8	4	10	1	14	11	6	10	6	
	2%	2%	1%	1%	1%	3%	2%	2%	2%	2%	2%	1%	2%	2%	
	100%	86%	14%	28%	49%	51%	29%	63%	8%	92%	71%	51%	89%	51%	
Don't Know	29	20	9	6	15	13	7	19	4	26	23	21	16	13	8
	4%	3%	5%	2%	3%	5%	3%	4%	4%	4%	4%	4%	3%	4%	6%
	100%	67%	33%	21%	53%	45%	22%	66%	12%	88%	78%	76%	57%	47%	29%
Refused	9	8	1	1	3	5	1	7	1	8	8	2	7	2	1
	1%	1%	0%	0%	1%	2%	0%	2%	1%	1%	2%	0%	1%	1%	0%
	100%	91%	9%	6%	39%	55%	7%	84%	9%	91%	93%	27%	84%	21%	6%
Total Traditional GOP	290	204	87	99	156	133	78	168	45	246	212	169	177	116	53
	36%	33%	49%	28%	30%	49%	30%	37%	54%	34%	39%	35%	35%	34%	37%
	100%	70%	30%	34%	54%	46%	27%	58%	15%	85%	73%	66%	70%	45%	21%
Total Trump Movement	436	363	73	229	317	108	163	243	30	406	273	275	282	195	80
	54%	58%	42%	65%	62%	40%	63%	53%	37%	56%	50%	56%	56%	57%	55%
	100%	83%	17%	53%	73%	25%	37%	56%	7%	93%	63%	70%	72%	50%	20%

Q24. Thinking about the Republican Party today, if you had to choose, would you more closely identify yourself as part of the traditional Republican Party OR part of the Trump movement?

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Keh- oe	Ashc- roft	Eigel	Other	Don't Know	Keh- oe	Ashc- roft	Eigel	Other	Don't Know	To Keh- oe	From Ash.	Keh- oe	Ashc- roft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Strongly Traditional Republican	224	72	53	13	16	63	79	24	15	24	76	15	34	71	88	31	41	22	16
	28%	33%	25%	10%	59%	32%	29%	37%	10%	53%	30%	20%	22%	27%	35%	20%	31%	26%	29%
	100%	32%	23%	6%	7%	28%	35%	11%	7%	11%	34%	7%	15%	32%	39%	14%	18%	10%	7%
Not Strongly Traditional Republican	67	21	19	10	3	12	30	4	11	1	20	11	15	24	22	12	15	5	3
	8%	10%	9%	8%	11%	6%	11%	6%	8%	2%	8%	15%	9%	9%	9%	8%	11%	6%	5%
	100%	32%	28%	16%	4%	18%	45%	6%	17%	2%	30%	17%	22%	35%	33%	18%	22%	7%	4%
Not Strongly Trump Movement	56	17	16	12	1	10	20	5	13	1	15	4	11	24	17	15	12	10	7
	7%	8%	8%	9%	4%	5%	7%	8%	9%	3%	6%	5%	7%	9%	7%	10%	9%	13%	13%
	100%	30%	29%	22%	2%	18%	36%	9%	24%	2%	27%	7%	20%	43%	31%	27%	22%	19%	13%
Strongly Trump Movement	380	83	102	82	7	93	116	29	95	17	112	39	77	116	97	83	49	39	26
	47%	39%	48%	64%	27%	48%	43%	44%	65%	38%	44%	52%	49%	45%	38%	55%	36%	47%	45%
	100%	22%	27%	22%	2%	24%	31%	8%	25%	5%	30%	10%	20%	31%	26%	22%	13%	10%	7%
Both	21	5	8	4		3	6	1	4		9	2	7	5	10	5	4	2	2
	3%	2%	4%	3%		2%	2%	2%	3%		4%	2%	4%	2%	4%	3%	3%	2%	3%
	100%	26%	40%	18%		16%	27%	7%	18%		45%	8%	33%	23%	49%	22%	19%	8%	8%
Neither	15	3	4	3		5	3		6	1	6		4	7	4	4	3	2	1
	2%	2%	2%	3%		2%	1%		4%	2%	2%		2%	3%	2%	2%	3%	3%	2%
	100%	23%	25%	22%		30%	17%		39%	6%	39%		25%	45%	26%	25%	22%	14%	8%
Don't Know	29	11	10	2		6	12	1	2	1	12	3	9	11	12	2	7	1	1
	4%	5%	5%	2%		3%	4%	2%	1%	2%	5%	4%	6%	4%	5%	1%	5%	1%	2%
	100%	36%	35%	7%		22%	41%	4%	7%	4%	41%	11%	30%	38%	42%	7%	25%	3%	3%
Refused	9	3	1	1		3	4	1	1		2	1		3	4	1	2	1	1
	1%	1%	0%	1%		2%	1%	1%	0%		1%	1%		1%	1%	1%	2%	2%	3%
	100%	32%	9%	8%		36%	41%	9%	8%		26%	9%		34%	41%	17%	26%	17%	17%
Total Traditional GOP	290	93	71	23	19	74	109	27	26	25	96	26	49	95	110	43	56	26	19
	36%	43%	33%	18%	69%	38%	40%	43%	18%	55%	38%	35%	31%	36%	43%	28%	42%	32%	34%
	100%	32%	24%	8%	7%	26%	38%	9%	9%	9%	33%	9%	17%	33%	38%	15%	19%	9%	7%
Total Trump Movement	436	100	118	94	9	102	136	34	108	18	128	44	88	140	115	98	61	49	33
	54%	46%	56%	74%	31%	53%	51%	52%	74%	40%	50%	58%	56%	54%	45%	64%	46%	60%	57%
	100%	23%	27%	22%	2%	24%	31%	8%	25%	4%	29%	10%	20%	32%	26%	23%	14%	11%	8%

Q24. Thinking about the Republican Party today, if you had to choose, would you more closely identify yourself as part of the traditional Republican Party OR part of the Trump movement?

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K/A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Strongly Traditional Republican	224	99	21	117	62	119	42	36	106	62	111	53	46	31	54	22
	28%	27%	28%	26%	35%	24%	18%	51%	24%	27%	27%	32%	26%	46%	32%	19%
	100%	44%	9%	52%	28%	53%	19%	16%	48%	28%	49%	24%	20%	14%	24%	10%
Not Strongly Traditional Republican	67	37	6	39	11	41	13	6	36	16	38	16	9	4	17	15
	8%	10%	7%	8%	6%	8%	6%	9%	8%	7%	9%	9%	5%	6%	10%	13%
	100%	56%	8%	59%	17%	61%	20%	10%	55%	24%	57%	23%	14%	6%	25%	23%
Not Strongly Trump Movement	56	32	4	40	11	41	19	8	39	19	33	8	9	4	13	14
	7%	9%	6%	9%	6%	8%	8%	11%	9%	9%	8%	5%	5%	5%	8%	11%
	100%	57%	8%	72%	19%	73%	33%	14%	70%	35%	59%	14%	16%	7%	24%	24%
Strongly Trump Movement	380	168	39	230	76	240	139	14	217	112	192	77	96	23	69	51
	47%	46%	52%	50%	43%	49%	61%	19%	48%	49%	47%	47%	55%	35%	41%	43%
	100%	44%	10%	61%	20%	63%	37%	4%	57%	29%	51%	20%	25%	6%	18%	14%
Both	21	8	2	11	1	14	3	4	13	5	9	4	3		7	5
	3%	2%	2%	2%	0%	3%	1%	6%	3%	2%	2%	2%	2%		4%	4%
	100%	40%	7%	54%	4%	68%	14%	20%	64%	24%	42%	19%	14%		32%	22%
Neither	15	7	4	7	7	12	7	1	12	7	11	1	4	2	2	5
	2%	2%	5%	1%	4%	3%	3%	2%	3%	3%	3%	1%	2%	3%	1%	4%
	100%	46%	23%	43%	44%	81%	45%	9%	81%	45%	70%	6%	27%	11%	12%	34%
Don't Know	29	14		14	6	18	3	2	18	5	12	6	8	3	5	4
	4%	4%		3%	3%	4%	2%	2%	4%	2%	3%	4%	4%	5%	3%	3%
	100%	49%		49%	21%	63%	12%	5%	61%	17%	43%	20%	26%	12%	16%	13%
Refused	9	3	1	2	4	6	2		6	2	4		1		3	4
	1%	1%	1%	0%	2%	1%	1%		1%	1%	1%		0%		2%	4%
	100%	35%	8%	18%	40%	66%	26%		66%	26%	43%		7%		33%	50%
Total Traditional GOP	290	136	27	156	73	160	55	43	143	78	149	69	55	35	70	37
	36%	37%	35%	34%	41%	33%	24%	60%	32%	34%	36%	42%	32%	52%	42%	31%
	100%	47%	9%	54%	25%	55%	19%	15%	49%	27%	51%	24%	19%	12%	24%	13%
Total Trump Movement	436	200	44	270	87	281	157	22	256	131	225	85	105	27	83	65
	54%	54%	57%	59%	49%	57%	69%	30%	57%	57%	55%	51%	60%	40%	49%	54%
	100%	46%	10%	62%	20%	64%	36%	5%	59%	30%	52%	19%	24%	6%	19%	15%

Q24. Thinking about the Republican Party today, if you had to choose, would you more closely identify yourself as part of the traditional Republican Party OR part of the Trump movement?

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Spring- field	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Strongly Traditional Republican	224	39	31	29	14	63	52	23	53	34	26	36
	28%	20%	29%	38%	23%	26%	31%	30%	31%	24%	33%	22%
	100%	17%	14%	13%	6%	28%	23%	10%	24%	15%	12%	16%
Not Strongly Traditional Republican	67	8	12	14	9	21	13	6	16	10	5	16
	8%	4%	11%	19%	15%	9%	8%	8%	9%	7%	6%	10%
	100%	12%	17%	21%	13%	32%	20%	10%	24%	14%	7%	25%
Not Strongly Trump Movement	56	6	9	6	4	20	12	6	12	6	6	15
	7%	3%	9%	8%	8%	8%	7%	8%	7%	4%	7%	9%
	100%	11%	16%	11%	8%	36%	22%	11%	21%	10%	10%	26%
Strongly Trump Movement	380	119	48	20	25	121	81	30	68	80	38	84
	47%	62%	45%	26%	44%	50%	49%	39%	39%	56%	47%	52%
	100%	31%	13%	5%	7%	32%	21%	8%	18%	21%	10%	22%
Both	21	7	2	1	3	4	2	2	7	6	2	2
	3%	4%	2%	2%	6%	2%	1%	3%	4%	4%	3%	1%
	100%	35%	11%	7%	17%	21%	10%	9%	32%	28%	10%	11%
Neither	15	3	2	1	1	7	1	2	2	3	3	5
	2%	1%	2%	2%	1%	3%	0%	3%	1%	2%	3%	3%
	100%	18%	15%	9%	4%	47%	5%	14%	16%	19%	17%	29%
Don't Know	29	8	2	3	1	5	5	4	11	4	1	4
	4%	4%	2%	4%	2%	2%	3%	6%	6%	3%	1%	2%
	100%	27%	8%	11%	3%	17%	16%	14%	38%	14%	3%	14%
Refused	9	1	1	1	1	1	1	2	5		1	1
	1%	0%	0%	1%	1%	1%	1%	3%	3%		1%	0%
	100%	9%	6%	8%	9%	15%	9%	24%	52%		9%	6%
Total Traditional GOP	290	47	42	43	22	84	65	29	69	43	31	53
	36%	25%	40%	57%	39%	34%	39%	39%	40%	31%	38%	33%
	100%	16%	15%	15%	8%	29%	22%	10%	24%	15%	11%	18%
Total Trump Movement	436	125	57	26	30	142	93	36	80	86	43	98
	54%	66%	53%	34%	51%	58%	56%	47%	46%	60%	53%	61%
	100%	29%	13%	6%	7%	33%	21%	8%	18%	20%	10%	23%

Q25. Which best describes how you get your live television service?

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Wom-en		18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
		Men	en																		
	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Through a satellite provider like DirecTV or Dish Network	175	81	94	24	59	92	25	56	18	76		25	42	104	145	108	67	51	31	57	36
	22%	19%	25%	11%	21%	30%	13%	24%	16%	28%		21%	19%	23%	22%	27%	18%	26%	15%	27%	21%
	100%	46%	54%	14%	34%	52%	14%	32%	10%	43%		14%	24%	59%	83%	62%	38%	29%	18%	33%	21%
Streaming from a service such as YouTube TV, Hulu with Live TV or Sling	169	96	73	54	81	34	49	47	28	45		33	49	87	137	67	101	32	63	35	38
	21%	23%	19%	25%	29%	11%	26%	20%	25%	17%		28%	23%	19%	21%	17%	26%	16%	30%	17%	22%
	100%	57%	43%	32%	48%	20%	29%	28%	16%	27%		19%	29%	52%	81%	40%	60%	19%	37%	21%	22%
Through your cable company	165	75	90	13	53	98	12	63	13	77		17	58	86	145	75	86	34	38	41	47
	21%	18%	23%	6%	19%	32%	6%	27%	11%	28%		14%	27%	19%	22%	19%	22%	17%	18%	20%	28%
	100%	46%	54%	8%	32%	60%	7%	38%	8%	47%		10%	35%	53%	88%	46%	52%	21%	23%	25%	29%
Over the airwaves via antenna	67	32	35	19	20	28	15	17	9	26		10	13	41	54	37	30	15	17	22	13
	8%	8%	9%	9%	7%	9%	8%	8%	8%	10%		8%	6%	9%	8%	9%	8%	8%	8%	11%	7%
	100%	48%	52%	29%	30%	41%	22%	26%	13%	39%		15%	19%	61%	80%	55%	45%	22%	26%	33%	19%
Don't watch live television, just stream shows	120	74	46	71	32	17	55	20	32	13		21	31	65	96	59	58	32	40	27	18
	15%	18%	12%	33%	11%	6%	29%	9%	29%	5%		18%	14%	15%	15%	15%	15%	16%	19%	13%	11%
	100%	62%	38%	59%	26%	14%	46%	16%	27%	11%		18%	26%	54%	80%	49%	49%	27%	33%	23%	15%
More than one	46	28	18	12	19	14	15	12	4	14		6	12	28	40	28	17	15	12	13	5
	6%	7%	5%	6%	7%	5%	8%	5%	3%	5%		5%	5%	6%	6%	7%	4%	7%	6%	6%	3%
	100%	60%	40%	27%	42%	31%	34%	27%	8%	31%		13%	25%	62%	87%	60%	37%	32%	26%	28%	12%
None	18	12	5	11	3	4	7	5	3	2			3	13	16	11	7	8	4	3	3
	2%	3%	1%	5%	1%	1%	4%	2%	3%	1%			1%	3%	2%	3%	2%	4%	2%	1%	2%
	100%	69%	31%	61%	15%	24%	42%	27%	19%	12%			16%	76%	92%	61%	39%	46%	23%	14%	16%
Other	25	9	16	4	10	11	2	8	5	11		6	7	10	18	14	11	6	4	8	8
	3%	2%	4%	2%	4%	4%	1%	3%	4%	4%		5%	3%	2%	3%	3%	3%	3%	2%	4%	4%
	100%	37%	63%	15%	40%	45%	7%	30%	19%	44%		24%	29%	42%	71%	56%	44%	23%	14%	32%	30%
Don't know	9	5	4	3	3	4	4	2		4				8	8	5	4	4	2	1	2
	1%	1%	1%	1%	1%	1%	2%	1%		1%				2%	1%	1%	1%	2%	1%	0%	1%
	100%	60%	40%	32%	30%	39%	40%	20%		40%				91%	91%	50%	41%	40%	20%	10%	21%
Prefer not to answer	7	4	3	3	1	3	3	1		3			1	3	4	3	1	1	1	1	2
	1%	1%	1%	2%	0%	1%	2%	0%		1%			1%	1%	1%	1%	0%	0%	1%	1%	
	100%	61%	39%	48%	13%	39%	48%	13%		39%			16%	47%	63%	41%	16%	13%	16%	28%	

Q25. Which best describes how you get your live television service?

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Through a satellite provider like DirecTV or Dish Network	175	55	105	117	43	44	47	55	36	138	17	9
	22%	19%	24%	26%	15%	27%	22%	19%	16%	25%	15%	15%
	100%	32%	60%	67%	24%	25%	27%	31%	20%	79%	10%	5%
Streaming from a service such as YouTube TV, Hulu with Live TV or Sling	169	70	83	93	69	23	44	85	64	105	35	18
	21%	24%	19%	21%	24%	14%	21%	29%	29%	19%	31%	30%
	100%	42%	49%	55%	41%	13%	26%	50%	38%	62%	21%	11%
Through your cable company	165	69	85	72	72	33	40	52	26	137	12	4
	21%	24%	19%	16%	25%	20%	19%	18%	12%	24%	10%	6%
	100%	42%	51%	44%	44%	20%	24%	32%	16%	83%	7%	2%
Over the airwaves via antenna	67	35	27	42	23	17	21	17	16	51	9	4
	8%	12%	6%	9%	8%	10%	10%	6%	7%	9%	8%	6%
	100%	52%	40%	63%	34%	25%	31%	25%	24%	76%	13%	6%
Don't watch live television, just stream shows	120	37	65	64	51	25	30	56	59	56	32	19
	15%	13%	15%	14%	18%	15%	14%	19%	27%	10%	28%	33%
	100%	31%	54%	53%	43%	21%	25%	47%	49%	46%	27%	16%
More than one	46	14	29	23	18	11	15	15	10	36	4	2
	6%	5%	7%	5%	6%	7%	7%	5%	4%	6%	4%	3%
	100%	32%	63%	50%	39%	24%	32%	33%	21%	79%	10%	4%
None	18	1	16	9	5	5	5	6	6	10	2	2
	2%	0%	4%	2%	2%	3%	2%	2%	3%	2%	2%	4%
	100%	7%	89%	54%	31%	28%	30%	36%	36%	58%	14%	14%
Other	25	3	19	17	6	5	10	6	3	22	1	1
	3%	1%	4%	4%	2%	3%	5%	2%	1%	4%	1%	2%
	100%	14%	75%	70%	22%	19%	40%	23%	10%	90%	3%	5%
Don't know	9	1	5	7	1		2	1	3	6	2	
	1%	0%	1%	2%	0%		1%	0%	1%	1%	2%	
	100%	13%	51%	81%	10%		22%	8%	29%	62%	20%	
Prefer not to answer	7	3	4	3	1	2	1	1	1	3	1	
	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	
	100%	46%	54%	44%	19%	28%	16%	12%	13%	44%	13%	



Q25. Which best describes how you get your live television service?

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Through a satellite provider like DirecTV or Dish Network	175	144	31	78	116	57	65	99	11	164	110	110	119	82	28
	22%	23%	18%	22%	23%	21%	25%	22%	14%	23%	20%	23%	23%	24%	19%
	100%	82%	18%	45%	66%	32%	37%	56%	7%	93%	63%	72%	77%	54%	18%
Streaming from a service such as YouTube TV, Hulu with Live TV or Sling	169	129	40	79	111	55	48	100	21	148	121	103	106	62	41
	21%	21%	23%	22%	22%	20%	18%	22%	25%	21%	22%	21%	21%	18%	28%
	100%	76%	24%	47%	66%	33%	28%	59%	12%	88%	72%	64%	66%	39%	26%
Through your cable company	165	139	26	73	111	54	60	94	10	154	105	100	102	75	26
	21%	22%	15%	21%	22%	20%	23%	21%	13%	21%	19%	21%	20%	22%	18%
	100%	84%	16%	44%	67%	33%	36%	57%	6%	94%	64%	71%	73%	53%	18%
	67	51	16	31	44	23	26	34	7	60	41	43	44	35	8
Over the airwaves via antenna	8%	8%	9%	9%	9%	8%	10%	7%	8%	8%	8%	9%	9%	10%	5%
	100%	76%	24%	46%	65%	34%	40%	51%	10%	90%	60%	73%	76%	60%	13%
	120	83	37	36	62	56	23	72	25	95	97	66	66	40	26
Don't watch live television, just stream shows	15%	13%	21%	10%	12%	20%	9%	16%	31%	13%	18%	14%	13%	12%	18%
	100%	69%	31%	30%	51%	46%	19%	60%	21%	79%	81%	60%	61%	37%	24%
	46	32	13	24	33	12	16	25	4	41	29	28	29	19	9
More than one	6%	5%	8%	7%	6%	4%	6%	5%	5%	6%	5%	6%	6%	6%	6%
	100%	70%	30%	52%	72%	26%	36%	55%	9%	91%	64%	68%	72%	47%	21%
	18	12	5	5	9	7	5	10	3	15	13	10	13	6	3
None	2%	2%	3%	2%	2%	3%	2%	2%	4%	2%	2%	2%	2%	2%	2%
	100%	70%	30%	31%	50%	42%	26%	57%	18%	82%	74%	59%	75%	39%	20%
	25	21	4	14	15	8	10	15		25	15	19	18	16	3
Other	3%	3%	2%	4%	3%	3%	4%	3%		3%	3%	4%	4%	5%	2%
	100%	84%	16%	55%	62%	32%	40%	60%		100%	60%	90%	85%	75%	15%
	9	8	1	7	8	1	4	6		9	6	4	5	4	1
Don't know	1%	1%	1%	2%	2%	0%	1%	1%		1%	1%	1%	1%	1%	1%
	100%	88%	12%	75%	92%	8%	39%	61%		100%	61%	60%	65%	49%	11%
	7	7		5	5	2	3	3		7	3	4	5	4	
Prefer not to answer	1%	1%		1%	1%	1%	1%	1%		1%	1%	1%	1%	1%	
	100%	100%		68%	68%	32%	52%	48%		100%	48%	60%	78%	60%	

Q25. Which best describes how you get your live television service?

	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Vote- rs		Seen, Read, or Heard					
Population Column % Row %	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Through a satellite provider like DirecTV or Dish Network	175	49	55	18	3	48	55	20	26	11	61	10	40	52	59	25	27	17	12
	22%	23%	26%	14%	12%	25%	21%	31%	18%	24%	24%	13%	25%	20%	23%	16%	20%	21%	21%
	100%	28%	31%	10%	2%	27%	32%	11%	15%	6%	35%	6%	23%	29%	34%	14%	15%	10%	7%
Streaming from a service such as YouTube TV, Hulu with Live TV or Sling	169	50	38	34	12	33	66	13	32	12	44	20	26	58	62	38	35	22	20
	21%	23%	18%	27%	43%	17%	25%	20%	22%	28%	17%	27%	16%	22%	25%	25%	26%	27%	35%
	100%	30%	23%	20%	7%	20%	39%	8%	19%	7%	26%	12%	15%	34%	37%	22%	21%	13%	12%
Through your cable company	165	47	49	23	6	35	67	10	26	10	48	23	40	61	54	22	31	14	9
	21%	22%	23%	18%	21%	18%	25%	16%	18%	22%	19%	30%	25%	23%	21%	14%	23%	17%	16%
	100%	29%	30%	14%	4%	21%	40%	6%	16%	6%	29%	14%	24%	37%	33%	13%	19%	9%	5%
Over the airwaves via antenna	67	26	15	6	2	14	25	6	12	5	18	6	11	29	21	14	14	6	3
	8%	12%	7%	5%	8%	7%	9%	9%	8%	11%	7%	7%	7%	11%	8%	9%	10%	8%	5%
	100%	38%	22%	9%	3%	22%	38%	9%	18%	7%	26%	8%	16%	44%	32%	21%	21%	9%	5%
Don't watch live television, just stream shows	120	23	32	23	3	34	33	8	26	5	44	11	24	28	33	25	13	8	6
	15%	11%	15%	18%	11%	18%	12%	13%	18%	11%	17%	15%	16%	11%	13%	17%	10%	9%	10%
	100%	20%	27%	19%	3%	28%	28%	7%	21%	4%	36%	10%	20%	24%	28%	21%	11%	6%	5%
More than one	46	11	9	12		11	13	1	14	1	15	3	8	16	13	11	6	6	4
	6%	5%	4%	10%		6%	5%	1%	9%	2%	6%	4%	5%	6%	5%	7%	5%	7%	7%
	100%	24%	19%	27%		24%	29%	2%	30%	2%	33%	7%	17%	36%	28%	24%	13%	12%	8%
None	18	1	3	5	1	5	1	3	5	1	6			6	6	10	5	4	3
	2%	1%	2%	4%	4%	3%	1%	5%	4%	3%	2%			2%	2%	6%	3%	5%	4%
	100%	8%	20%	31%	7%	28%	8%	20%	31%	7%	35%			36%	35%	54%	26%	24%	14%
Other	25	4	6	5		9	7	2	5		10	3	4	8	3	6	2	2	
	3%	2%	3%	4%		5%	2%	3%	4%		4%	3%	3%	3%	1%	4%	1%	3%	
	100%	17%	25%	21%		38%	27%	8%	21%		39%	10%	16%	30%	12%	23%	6%	8%	
Don't know	9	2	4			4	1	1			6		2		1				
	1%	1%	2%			2%	0%	2%			3%		2%		0%				
	100%	18%	39%			43%	9%	12%			70%		27%		9%				
Prefer not to answer	7	2	2				1				2		2		3	2	2	1	2
	1%	1%	1%				0%				1%		1%	1%	1%	1%	1%	2%	2%
	100%	28%	28%				12%				28%		28%	43%	32%	30%	19%	30%	19%

Q25. Which best describes how you get your live television service?

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K/A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Through a satellite provider like DirecTV or Dish Network	175	80	13	110	29	94	41	13	89	42	85		175			
	22%	22%	17%	24%	16%	19%	18%	19%	20%	18%	21%		100%			
	100%	46%	7%	63%	17%	54%	23%	8%	51%	24%	48%		100%			
Streaming from a service such as YouTube TV, Hulu with Live TV or Sling	169	83	15	88	50	109	52	19	94	50	88				169	
	21%	22%	20%	19%	28%	22%	23%	27%	21%	22%	22%				100%	
	100%	49%	9%	52%	30%	64%	31%	11%	56%	30%	52%				100%	
	165	90	8	114	30	94	46	10	86	44	94	165				
Through your cable company	21%	24%	11%	25%	17%	19%	20%	14%	19%	19%	23%	100%				
	100%	55%	5%	69%	18%	57%	28%	6%	53%	27%	57%	100%				
	67	37	9	36	17	40	21	5	37	22	41			67		
Over the airwaves via antenna	8%	10%	12%	8%	9%	8%	9%	8%	8%	10%	10%			100%		
	100%	56%	14%	54%	25%	60%	31%	8%	56%	33%	61%			100%		
	120	44	15	59	27	85	34	17	75	37	55					120
Don't watch live television, just stream shows	15%	12%	20%	13%	15%	17%	15%	24%	17%	16%	13%					100%
	100%	36%	13%	49%	22%	71%	28%	14%	63%	31%	46%					100%
	46	18	5	24	12	32	20	2	31	17	21					
More than one	6%	5%	7%	5%	7%	6%	9%	3%	7%	7%	5%					
	100%	39%	11%	53%	26%	69%	45%	4%	68%	36%	46%					
	18	3	8	10	4	15	5	3	14	8	10					
None	2%	1%	10%	2%	2%	3%	2%	5%	3%	4%	2%					
	100%	14%	44%	56%	24%	85%	31%	19%	81%	46%	58%					
	25	10	2	13	7	15	6	1	12	6	12					
Other	3%	3%	3%	3%	4%	3%	3%	1%	3%	3%	3%					
	100%	42%	10%	53%	29%	59%	25%	3%	49%	24%	47%					
	9	3		2	2	5	1		4	1	2					
Don't know	1%	1%		0%	1%	1%	0%		1%	0%	0%					
	100%	30%		21%	20%	51%	9%		44%	9%	21%					
	7	1	1	4		4	2		4	2	2					
Prefer not to answer	1%	0%	1%	1%		1%	1%		1%	1%	0%					
	100%	12%	13%	53%		56%	25%		56%	25%	25%					

Q25. Which best describes how you get your live television service?

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Spring- field	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Through a satellite provider like DirecTV or Dish Network	175	53	19	13	7	38	39	16	44	38	13	24
	22%	28%	18%	18%	13%	15%	23%	21%	26%	27%	16%	15%
	100%	31%	11%	8%	4%	22%	22%	9%	25%	22%	8%	14%
Streaming from a service such as YouTube TV, Hulu with Live TV or Sling	169	37	24	21	17	51	48	13	33	24	9	42
	21%	20%	23%	28%	29%	21%	29%	17%	19%	17%	11%	26%
	100%	22%	14%	12%	10%	30%	29%	7%	19%	14%	5%	25%
Through your cable company	165	46	28	13	11	71	35	13	24	22	36	34
	21%	24%	27%	18%	18%	29%	21%	17%	14%	16%	45%	21%
	100%	28%	17%	8%	6%	43%	21%	8%	14%	14%	22%	21%
Over the airwaves via antenna	67	8	11	8	7	19	13	7	16	11	8	11
	8%	4%	10%	11%	13%	8%	8%	10%	9%	8%	10%	7%
	100%	12%	16%	13%	11%	29%	20%	11%	24%	17%	12%	17%
Don't watch live television, just stream shows	120	20	15	12	9	34	12	20	32	22	7	27
	15%	11%	14%	15%	16%	14%	7%	27%	19%	16%	8%	17%
	100%	17%	12%	10%	8%	28%	10%	17%	27%	18%	5%	22%
More than one	46	13	7	3	4	17	8	3	10	9	3	15
	6%	7%	6%	3%	8%	7%	5%	3%	6%	6%	3%	9%
	100%	29%	15%	6%	10%	38%	17%	6%	21%	19%	6%	32%
None	18	1	2	4	2	5	2	2	7	2		5
	2%	1%	1%	6%	3%	2%	1%	3%	4%	2%		3%
	100%	7%	9%	24%	11%	26%	9%	13%	38%	14%		26%
Other	25	5	1	1		8	4	1	5	7	4	3
	3%	3%	1%	2%		3%	3%	1%	3%	5%	5%	2%
	100%	22%	4%	5%		31%	18%	2%	20%	29%	17%	13%
Don't know	9	4				1	3		3	3	1	
	1%	2%				0%	2%		1%	2%	1%	
	100%	40%				12%	28%		28%	32%	12%	
Prefer not to answer	7	2				1	2	1	1	2		1
	1%	1%				0%	1%	1%	0%	1%		0%
	100%	28%				12%	31%	13%	13%	31%		12%

Q8. Now, I am going to read you the names of some people who are active in politics today and have you tell me if you are aware or not aware of each one. For those you know, I would like you to tell me if you have a favorable or unfavorable opinion of that person. - Mike Kehoe

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Wom- en		18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Aware	616	333	283	162	224	230	148	186	83	199	89	170	342	511	299	309	151	177	149	132
	77%	80%	74%	75%	80%	76%	79%	80%	74%	74%	76%	79%	76%	77%	74%	81%	76%	84%	71%	78%
	100%	54%	46%	26%	36%	37%	24%	30%	14%	32%	15%	28%	55%	83%	49%	50%	24%	29%	24%	21%
Not Aware	184	84	100	53	56	75	39	45	29	71	28	46	105	152	107	72	47	34	60	38
	23%	20%	26%	25%	20%	24%	21%	20%	26%	26%	24%	21%	24%	23%	26%	19%	24%	16%	29%	22%
	100%	46%	54%	29%	31%	41%	21%	25%	15%	39%	15%	25%	57%	82%	58%	39%	25%	19%	33%	21%
Very Favorable	149	82	68	30	51	68	34	47	11	57	18	37	90	127	64	83	31	50	33	33
	19%	20%	18%	14%	18%	22%	18%	20%	10%	21%	15%	17%	20%	19%	16%	22%	16%	24%	16%	20%
	100%	55%	45%	20%	34%	45%	23%	32%	7%	38%	12%	25%	60%	85%	43%	56%	20%	34%	22%	22%
Somewhat Favorable	220	119	101	62	77	81	54	65	28	72	33	67	117	184	99	120	55	64	44	56
	27%	28%	26%	29%	27%	27%	29%	28%	25%	27%	28%	31%	26%	28%	24%	31%	28%	30%	21%	33%
	100%	54%	46%	28%	35%	37%	24%	30%	13%	33%	15%	31%	53%	84%	45%	55%	25%	29%	20%	25%
Somewhat Unfavorable	44	23	22	12	20	12	11	12	7	15	8	10	26	36	24	20	13	10	11	10
	6%	5%	6%	5%	7%	4%	6%	5%	6%	6%	7%	5%	6%	5%	6%	5%	7%	5%	5%	6%
	100%	51%	49%	27%	45%	28%	25%	26%	15%	34%	18%	23%	60%	82%	55%	45%	30%	22%	26%	23%
Very Unfavorable	32	24	8	11	9	12	12	12	2	6	9	4	17	21	15	17	10	15	5	3
	4%	6%	2%	5%	3%	4%	7%	5%	2%	2%	8%	2%	4%	3%	4%	5%	5%	7%	3%	2%
	100%	75%	25%	35%	27%	38%	38%	36%	6%	20%	27%	13%	53%	66%	46%	54%	29%	45%	17%	9%
Don't Know	150	75	76	41	60	49	32	43	32	44	19	47	80	127	87	62	37	37	50	26
	19%	18%	20%	19%	22%	16%	17%	18%	29%	16%	16%	22%	18%	19%	21%	16%	19%	17%	24%	15%
	100%	50%	50%	27%	40%	33%	21%	28%	21%	29%	12%	31%	53%	84%	58%	42%	24%	24%	33%	17%
Refused	20	12	9	6	6	7	4	7	4	5	3	4	11	15	10	6	6	1	4	5
	3%	3%	2%	3%	2%	2%	2%	3%	3%	2%	3%	2%	3%	2%	2%	2%	3%	1%	2%	3%
	100%	57%	43%	32%	31%	36%	21%	37%	18%	25%	17%	20%	56%	76%	50%	30%	31%	7%	20%	23%
Total Favorable	369	201	168	92	128	149	88	112	39	129	51	104	207	311	163	204	85	114	78	89
	46%	48%	44%	43%	46%	49%	47%	49%	35%	48%	43%	48%	46%	47%	40%	53%	43%	54%	37%	52%
	100%	54%	46%	25%	35%	40%	24%	30%	11%	35%	14%	28%	56%	84%	44%	55%	23%	31%	21%	24%
Total Unfavorable	76	47	30	23	29	25	23	23	8	21	17	14	43	58	39	37	23	24	17	13
	10%	11%	8%	11%	10%	8%	13%	10%	8%	8%	14%	7%	10%	9%	10%	10%	11%	11%	8%	8%
	100%	61%	39%	30%	38%	32%	31%	31%	11%	28%	22%	19%	57%	76%	52%	48%	29%	32%	22%	17%

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Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
	800	290	436	449	288	164	215	293	223	563	115	60
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
	616	214	341	349	211	113	173	233	175	431	93	43
Aware	77%	74%	78%	78%	73%	69%	80%	80%	79%	76%	81%	73%
	100%	35%	55%	57%	34%	18%	28%	38%	28%	70%	15%	7%
	184	77	94	100	78	51	42	60	48	133	22	16
Not Aware	23%	26%	22%	22%	27%	31%	20%	20%	21%	24%	19%	27%
	100%	42%	51%	54%	42%	27%	23%	32%	26%	72%	12%	9%
	149	64	69	84	49	25	42	54	39	106	23	9
Very Favorable	19%	22%	16%	19%	17%	15%	20%	19%	18%	19%	20%	14%
	100%	43%	46%	56%	33%	17%	28%	36%	26%	71%	15%	6%
	220	72	131	117	88	35	53	96	70	149	37	19
Somewhat Favorable	27%	25%	30%	26%	31%	22%	25%	33%	31%	26%	32%	32%
	100%	33%	60%	53%	40%	16%	24%	44%	32%	68%	17%	9%
	44	16	25	27	15	4	17	18	8	36	4	1
Somewhat Unfavorable	6%	5%	6%	6%	5%	2%	8%	6%	4%	6%	3%	2%
	100%	36%	57%	62%	34%	9%	38%	40%	18%	82%	9%	2%
	32	11	19	23	10	11	9	8	10	21	5	3
Very Unfavorable	4%	4%	4%	5%	3%	6%	4%	3%	5%	4%	5%	5%
	100%	33%	58%	70%	30%	33%	28%	26%	32%	66%	17%	9%
	150	44	88	89	43	33	46	52	42	106	22	9
Don't Know	19%	15%	20%	20%	15%	20%	21%	18%	19%	19%	19%	16%
	100%	30%	59%	59%	28%	22%	31%	34%	28%	70%	14%	6%
	20	6	9	9	5	5	6	5	5	13	2	2
Refused	3%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	4%
	100%	31%	45%	43%	27%	24%	28%	26%	23%	63%	11%	12%
	369	136	200	201	138	61	95	151	109	255	60	28
Total Favorable	46%	47%	46%	45%	48%	37%	44%	51%	49%	45%	52%	47%
	100%	37%	54%	55%	37%	16%	26%	41%	30%	69%	16%	8%
	76	27	44	50	25	15	26	26	18	57	9	4
Total Unfavorable	10%	9%	10%	11%	9%	9%	12%	9%	8%	10%	8%	6%
	100%	35%	57%	65%	33%	19%	34%	34%	24%	75%	12%	5%

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Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Aware	616	488	128	272	395	213	212	347	57	559	404	385	396	276	109
	77%	78%	73%	78%	77%	78%	82%	76%	70%	78%	75%	79%	78%	81%	76%
	100%	79%	21%	44%	64%	35%	34%	56%	9%	91%	66%	71%	73%	51%	20%
Not Aware	184	137	47	79	119	61	48	111	25	159	136	101	111	66	35
	23%	22%	27%	22%	23%	22%	18%	24%	30%	22%	25%	21%	22%	19%	24%
	100%	75%	25%	43%	64%	33%	26%	60%	14%	86%	74%	60%	66%	39%	21%
Very Favorable	149	130	19	80	109	40	70	75	5	144	79	100	101	76	24
	19%	21%	11%	23%	21%	15%	27%	16%	6%	20%	15%	21%	20%	22%	17%
	100%	87%	13%	54%	73%	27%	47%	50%	3%	97%	53%	78%	78%	59%	19%
Somewhat Favorable	220	161	59	84	136	80	65	130	24	195	155	133	145	100	34
	27%	26%	34%	24%	26%	29%	25%	28%	30%	27%	29%	27%	29%	29%	23%
	100%	73%	27%	38%	62%	36%	30%	59%	11%	89%	70%	68%	75%	51%	17%
Somewhat Unfavorable	44	31	13	21	24	20	13	24	7	38	31	29	28	20	9
	6%	5%	8%	6%	5%	7%	5%	5%	8%	5%	6%	6%	5%	6%	7%
	100%	70%	30%	47%	54%	46%	30%	55%	15%	85%	70%	77%	72%	52%	25%
Very Unfavorable	32	28	5	17	22	10	16	13	3	29	16	19	26	18	1
	4%	4%	3%	5%	4%	4%	6%	3%	4%	4%	3%	4%	5%	5%	1%
	100%	86%	14%	52%	68%	32%	50%	40%	10%	90%	50%	63%	88%	60%	3%
Don't Know	150	119	31	61	90	56	40	93	17	134	110	90	84	54	36
	19%	19%	18%	17%	18%	21%	15%	20%	21%	19%	20%	19%	17%	16%	25%
	100%	79%	21%	41%	60%	37%	27%	62%	11%	89%	73%	66%	62%	40%	27%
Refused	20	19	1	10	14	6	8	11	1	19	12	13	12	9	4
	3%	3%	1%	3%	3%	2%	3%	2%	1%	3%	2%	3%	2%	3%	3%
	100%	95%	5%	51%	71%	29%	39%	56%	5%	95%	61%	75%	69%	51%	24%
Total Favorable	369	291	78	164	245	120	135	205	29	340	234	233	246	175	58
	46%	47%	45%	47%	48%	44%	52%	45%	36%	47%	43%	48%	49%	51%	40%
	100%	79%	21%	44%	66%	33%	36%	56%	8%	92%	64%	72%	76%	54%	18%
Total Unfavorable	76	59	18	37	46	31	29	37	10	67	47	48	53	38	10
	10%	9%	10%	11%	9%	11%	11%	8%	12%	9%	9%	10%	11%	11%	7%
	100%	77%	23%	49%	60%	40%	38%	49%	13%	87%	62%	71%	79%	56%	15%

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Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Ashcr-					Ashcr-					To	From	Ashcr-					All 3
		Kehoe	oft	Eigel	Other	Don't Know	Kehoe	oft	Eigel	Other	Don't Know	Kehoe	Ash.	Kehoe	oft	Eigel	Ash.	Eig.	
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Aware	616	206	136	108	20	127	252	46	121	31	146	65	98	261	226	136	133	82	57
	77%	96%	64%	85%	73%	65%	94%	71%	82%	68%	58%	86%	62%	100%	89%	89%	100%	100%	100%
	100%	33%	22%	17%	3%	21%	41%	7%	20%	5%	24%	11%	16%	42%	37%	22%	22%	13%	9%
Not Aware	184	9	76	19	8	68	17	18	26	14	107	11	59		28	16			
	23%	4%	36%	15%	27%	35%	6%	29%	18%	32%	42%	14%	38%		11%	11%			
	100%	5%	41%	10%	4%	37%	9%	10%	14%	8%	58%	6%	32%		15%	9%			
Very Favorable	149	116	16	6	4	6	124	5	8	5	6	13	11	106	66	28	58	25	19
	19%	54%	7%	5%	15%	3%	46%	8%	5%	12%	2%	17%	7%	41%	26%	18%	43%	31%	34%
	100%	78%	10%	4%	3%	4%	83%	4%	5%	4%	4%	9%	8%	71%	44%	19%	39%	17%	13%
Somewhat Favorable	220	76	55	50	3	33	101	17	55	8	35	33	40	102	84	54	50	35	24
	27%	35%	26%	39%	12%	17%	38%	27%	38%	18%	14%	43%	25%	39%	33%	36%	38%	43%	42%
	100%	34%	25%	23%	2%	15%	46%	8%	25%	4%	16%	15%	18%	47%	38%	25%	23%	16%	11%
Somewhat Unfavorable	44	4	9	16	6	9	6	4	17	10	8	4	6	14	24	17	9	7	5
	6%	2%	4%	13%	22%	4%	2%	6%	11%	21%	3%	5%	4%	5%	10%	11%	7%	9%	10%
	100%	10%	20%	37%	14%	20%	13%	9%	38%	22%	19%	9%	13%	32%	55%	38%	20%	16%	12%
Very Unfavorable	32	2	5	15	3	5	2	6	15	4	3	1	1	15	14	19	7	7	5
	4%	1%	2%	12%	12%	2%	1%	9%	11%	8%	1%	1%	0%	6%	6%	12%	5%	9%	8%
	100%	6%	16%	47%	10%	14%	8%	18%	48%	12%	11%	2%	2%	45%	44%	58%	22%	23%	14%
Don't Know	150	6	48	19	3	69	16	12	25	4	88	13	37	17	34	15	6	4	2
	19%	3%	23%	15%	12%	36%	6%	19%	17%	9%	35%	17%	24%	7%	13%	10%	5%	5%	4%
	100%	4%	32%	13%	2%	46%	10%	8%	17%	3%	58%	9%	25%	12%	22%	10%	4%	3%	1%
Refused	20	2	3	1		5	3	1	1		6	2	3	6	5	3	3	3	1
	3%	1%	1%	1%		3%	1%	2%	1%		2%	2%	2%	2%	2%	2%	2%	3%	2%
	100%	11%	14%	4%		26%	15%	6%	4%		28%	9%	14%	30%	23%	14%	15%	14%	6%
Total Favorable	369	192	71	56	7	39	225	23	63	13	41	46	51	209	149	83	108	60	43
	46%	89%	33%	44%	27%	20%	84%	35%	43%	30%	16%	60%	33%	80%	59%	54%	81%	74%	76%
	100%	52%	19%	15%	2%	11%	61%	6%	17%	4%	11%	12%	14%	57%	40%	22%	29%	16%	12%
Total Unfavorable	76	6	14	31	9	13	8	10	32	13	12	4	6	29	38	36	16	15	10
	10%	3%	7%	25%	34%	7%	3%	15%	22%	30%	5%	6%	4%	11%	15%	23%	12%	18%	18%
	100%	8%	18%	41%	12%	17%	11%	12%	42%	18%	15%	6%	8%	37%	50%	47%	21%	19%	13%



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Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Aware	616	369	76	357	147	449	204	64	448	228	409	129	130	58	126	87
	77%	100%	100%	78%	83%	91%	89%	90%	100%	100%	100%	79%	74%	87%	75%	72%
	100%	60%	12%	58%	24%	73%	33%	10%	73%	37%	66%	21%	21%	9%	21%	14%
Not Aware	184			103	30	43	25	7				35	46	9	43	33
	23%			22%	17%	9%	11%	10%				21%	26%	13%	25%	28%
	100%			56%	16%	23%	13%	4%				19%	25%	5%	23%	18%
Very Favorable	149	149		101	34	98	52	22	98	72	135	37	36	16	41	11
	19%	40%		22%	19%	20%	23%	31%	22%	31%	33%	22%	21%	24%	25%	9%
	100%	100%		68%	23%	65%	35%	15%	65%	48%	91%	25%	24%	11%	28%	7%
Somewhat Favorable	220	220		153	46	142	87	19	141	103	199	53	44	21	41	33
	27%	60%		33%	26%	29%	38%	27%	32%	45%	49%	32%	25%	32%	24%	28%
	100%	100%		69%	21%	65%	40%	9%	64%	47%	91%	24%	20%	10%	19%	15%
Somewhat Unfavorable	44		44	19	26	32	20	8	32	28	44	6	5	6	9	8
	6%		58%	4%	14%	7%	9%	12%	7%	12%	11%	4%	3%	8%	5%	7%
	100%		100%	42%	58%	73%	45%	19%	73%	64%	100%	14%	12%	13%	21%	18%
Very Unfavorable	32		32	12	19	30	18	10	30	26	30	2	8	4	6	7
	4%		42%	3%	11%	6%	8%	14%	7%	11%	7%	1%	4%	5%	3%	6%
	100%		100%	36%	58%	93%	56%	30%	93%	80%	94%	6%	23%	11%	18%	22%
Don't Know	150			71	22	129	25	4	129			27	32	9	27	26
	19%			15%	12%	26%	11%	6%	29%			16%	18%	13%	16%	21%
	100%			47%	14%	86%	17%	3%	86%			18%	21%	6%	18%	17%
Refused	20			2	1	18	1	1	18			4	5	3	1	2
	3%			0%	1%	4%	1%	1%	4%			2%	3%	5%	1%	2%
	100%			8%	5%	87%	7%	3%	87%			19%	23%	16%	6%	12%
Total Favorable	369	369		254	81	240	139	41	239	174	335	90	80	37	83	44
	46%	100%		55%	45%	49%	61%	58%	53%	76%	82%	55%	46%	56%	49%	36%
	100%	100%		69%	22%	65%	38%	11%	65%	47%	91%	24%	22%	10%	22%	12%
Total Unfavorable	76		76	30	44	62	38	18	62	54	74	8	13	9	15	15
	10%		100%	7%	25%	13%	17%	26%	14%	24%	18%	5%	7%	14%	9%	13%
	100%		100%	39%	58%	81%	50%	24%	81%	71%	97%	11%	17%	12%	20%	20%

Q8. Now, I am going to read you the names of some people who are active in politics today and have you tell me if you are aware or not aware of each one. For those you know, I would like you to tell me if you have a favorable or unfavorable opinion of that person. - Mike Kehoe

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spem.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Aware	616	139	90	61	44	204	117	69	139	88	70	134
	77%	73%	84%	81%	77%	84%	70%	92%	80%	62%	86%	83%
	100%	23%	15%	10%	7%	33%	19%	11%	22%	14%	11%	22%
Not Aware	184	51	17	15	14	39	49	6	35	54	11	28
	23%	27%	16%	19%	23%	16%	30%	8%	20%	38%	14%	17%
	100%	28%	9%	8%	7%	21%	27%	3%	19%	29%	6%	15%
Very Favorable	149	35	31	10	16	44	16	32	38	19	20	24
	19%	18%	29%	14%	28%	18%	10%	42%	22%	13%	25%	15%
	100%	23%	21%	7%	11%	29%	11%	21%	26%	13%	13%	16%
Somewhat Favorable	220	51	35	24	16	92	42	22	39	24	31	62
	27%	27%	32%	32%	27%	38%	25%	30%	23%	17%	38%	38%
	100%	23%	16%	11%	7%	42%	19%	10%	18%	11%	14%	28%
Somewhat Unfavorable	44	6	3	6	2	12	8	3	10	11	2	10
	6%	3%	3%	8%	3%	5%	5%	4%	6%	8%	2%	6%
	100%	14%	8%	13%	4%	28%	18%	7%	22%	25%	4%	24%
Very Unfavorable	32	4	2	7	3	7	4	5	16		3	4
	4%	2%	2%	9%	6%	3%	3%	7%	9%		3%	3%
	100%	14%	6%	20%	10%	21%	13%	16%	50%		8%	13%
Don't Know	150	38	18	13	6	48	39	3	31	30	14	34
	19%	20%	17%	17%	11%	20%	23%	4%	18%	21%	17%	21%
	100%	25%	12%	9%	4%	32%	26%	2%	20%	20%	9%	23%
Refused	20	5	1	1	1	1	8	3	4	4	1	
	3%	3%	1%	2%	2%	0%	5%	4%	2%	3%	1%	
	100%	26%	7%	7%	6%	3%	39%	17%	20%	21%	3%	
Total Favorable	369	86	65	34	32	136	58	54	78	43	51	85
	46%	45%	61%	45%	55%	56%	35%	72%	45%	30%	63%	52%
	100%	23%	18%	9%	9%	37%	16%	15%	21%	12%	14%	23%
Total Unfavorable	76	11	5	12	5	19	12	8	26	11	4	15
	10%	6%	5%	16%	9%	8%	7%	11%	15%	8%	5%	9%
	100%	14%	7%	16%	6%	25%	16%	11%	34%	14%	6%	19%

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Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Wom- en		18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
		Men	en																		
	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
	754	395	358	193	265	295	171	224	100	258		112	197	427	624	379	364	183	203	196	161
Aware	94%	95%	94%	90%	95%	97%	92%	97%	89%	96%		95%	91%	96%	94%	93%	95%	93%	96%	94%	94%
	100%	52%	48%	26%	35%	39%	23%	30%	13%	34%		15%	26%	57%	83%	50%	48%	24%	27%	26%	21%
	46	22	24	22	15	9	15	7	12	12		6	19	20	39	27	18	14	8	13	10
Not Aware	6%	5%	6%	10%	5%	3%	8%	3%	11%	4%		5%	9%	4%	6%	7%	5%	7%	4%	6%	6%
	100%	48%	52%	48%	32%	20%	33%	15%	26%	26%		13%	40%	43%	84%	59%	38%	31%	17%	29%	21%
	164	92	72	31	51	82	31	60	11	61		9	36	115	151	77	86	37	54	40	32
Very Favorable	21%	22%	19%	14%	18%	27%	17%	26%	10%	23%		7%	17%	26%	23%	19%	23%	19%	26%	19%	19%
	100%	56%	44%	19%	31%	50%	19%	37%	7%	37%		5%	22%	70%	92%	47%	52%	22%	33%	25%	19%
	296	160	136	78	105	113	72	88	35	101		43	88	159	248	147	146	78	79	68	66
Somewhat Favorable	37%	38%	36%	36%	37%	37%	38%	38%	32%	37%		37%	41%	36%	37%	36%	38%	40%	38%	33%	39%
	100%	54%	46%	27%	35%	38%	24%	30%	12%	34%		15%	30%	54%	84%	50%	49%	26%	27%	23%	22%
	93	44	50	24	39	30	22	22	17	33		16	31	45	76	45	48	20	24	25	25
Somewhat Unfavorable	12%	10%	13%	11%	14%	10%	12%	9%	15%	12%		14%	15%	10%	11%	11%	13%	10%	11%	12%	14%
	100%	47%	53%	26%	42%	32%	24%	23%	18%	35%		17%	34%	48%	81%	48%	52%	22%	25%	27%	26%
	85	42	43	21	27	36	16	25	10	33		26	14	43	57	43	42	17	25	26	17
Very Unfavorable	11%	10%	11%	10%	10%	12%	9%	11%	9%	12%		22%	7%	10%	9%	11%	11%	9%	12%	12%	10%
	100%	49%	51%	25%	32%	43%	19%	30%	12%	39%		30%	17%	51%	68%	51%	49%	20%	29%	31%	20%
	93	46	47	31	34	27	25	21	23	24		16	21	51	72	58	33	26	19	32	14
Don't Know	12%	11%	12%	15%	12%	9%	13%	9%	20%	9%		13%	10%	11%	11%	14%	9%	13%	9%	15%	8%
	100%	50%	50%	34%	37%	30%	27%	23%	25%	26%		17%	23%	55%	78%	63%	36%	28%	20%	35%	15%
	23	13	11	7	9	7	5	7	3	7		2	6	13	19	8	9	5	3	4	7
Refused	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%		2%	3%	3%	3%	2%	2%	2%	1%	2%	4%
	100%	54%	46%	32%	38%	29%	23%	32%	15%	31%		10%	26%	58%	84%	36%	41%	20%	11%	16%	30%
	460	252	208	109	156	195	103	148	47	162		52	124	275	399	224	232	115	134	109	98
Total Favorable	58%	60%	55%	51%	56%	64%	55%	64%	42%	60%		44%	58%	62%	60%	55%	61%	58%	63%	52%	58%
	100%	55%	45%	24%	34%	42%	22%	32%	10%	35%		11%	27%	60%	87%	49%	50%	25%	29%	24%	21%
	178	85	93	45	66	67	38	47	27	66		42	46	88	133	88	90	37	48	51	42
Total Unfavorable	22%	20%	24%	21%	24%	22%	21%	20%	24%	24%		35%	21%	20%	20%	22%	24%	19%	23%	24%	24%
	100%	48%	52%	25%	37%	37%	22%	26%	15%	37%		23%	26%	49%	75%	50%	50%	21%	27%	29%	23%

Q9. Now, I am going to read you the names of some people who are active in politics today and have you tell me if you are aware or not aware of each one. For those you know, I would like you to tell me if you have a favorable or unfavorable opinion of that person. - Jay Ashcroft

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Aware	754	270	416	421	271	152	201	280	206	536	107	52
	94%	93%	96%	94%	94%	93%	94%	95%	93%	95%	93%	88%
	100%	36%	55%	56%	36%	20%	27%	37%	27%	71%	14%	7%
Not Aware	46	20	19	28	17	11	13	13	17	27	8	7
	6%	7%	4%	6%	6%	7%	6%	5%	7%	5%	7%	12%
	100%	44%	42%	61%	37%	25%	28%	29%	36%	58%	18%	16%
Very Favorable	164	54	99	99	48	29	42	57	37	126	19	7
	21%	19%	23%	22%	17%	18%	20%	19%	17%	22%	17%	11%
	100%	33%	60%	60%	29%	18%	26%	35%	22%	77%	12%	4%
Somewhat Favorable	296	102	171	164	115	63	79	116	84	209	45	23
	37%	35%	39%	37%	40%	39%	37%	40%	38%	37%	39%	39%
	100%	35%	58%	55%	39%	21%	27%	39%	28%	71%	15%	8%
Somewhat Unfavorable	93	37	47	50	37	11	24	46	29	64	15	8
	12%	13%	11%	11%	13%	7%	11%	16%	13%	11%	13%	14%
	100%	40%	51%	54%	40%	12%	26%	49%	31%	69%	17%	9%
Very Unfavorable	85	36	40	45	33	20	22	30	23	59	10	5
	11%	12%	9%	10%	11%	12%	10%	10%	10%	11%	9%	9%
	100%	43%	47%	53%	39%	24%	27%	36%	27%	70%	12%	6%
Don't Know	93	32	48	54	29	21	28	25	30	60	15	7
	12%	11%	11%	12%	10%	13%	13%	9%	13%	11%	13%	12%
	100%	35%	52%	58%	32%	23%	30%	27%	32%	65%	16%	8%
Refused	23	8	12	9	8	7	5	6	4	17	2	1
	3%	3%	3%	2%	3%	4%	2%	2%	2%	3%	2%	2%
	100%	34%	50%	40%	35%	32%	23%	26%	16%	73%	10%	6%
Total Favorable	460	156	270	263	163	92	121	173	121	336	64	30
	58%	54%	62%	58%	57%	56%	57%	59%	54%	60%	56%	50%
	100%	34%	59%	57%	35%	20%	26%	38%	26%	73%	14%	7%
Total Unfavorable	178	73	87	95	71	31	47	76	52	124	25	14
	22%	25%	20%	21%	24%	19%	22%	26%	23%	22%	22%	23%
	100%	41%	49%	54%	40%	18%	26%	43%	29%	70%	14%	8%

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Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Aware	754	593	160	336	485	257	252	428	74	680	502	458	482	328	131
	94%	95%	91%	96%	95%	94%	97%	93%	90%	95%	93%	94%	95%	96%	91%
	100%	79%	21%	45%	64%	34%	33%	57%	10%	90%	67%	68%	72%	49%	20%
Not Aware	46	31	15	15	28	17	8	30	8	38	38	28	25	15	14
	6%	5%	9%	4%	5%	6%	3%	7%	10%	5%	7%	6%	5%	4%	9%
	100%	68%	32%	32%	60%	37%	18%	64%	18%	82%	82%	63%	55%	33%	31%
Very Favorable	164	140	24	88	122	42	74	84	6	158	90	101	115	85	17
	21%	22%	14%	25%	24%	15%	28%	18%	7%	22%	17%	21%	23%	25%	12%
	100%	86%	14%	54%	74%	25%	45%	51%	4%	96%	55%	72%	83%	60%	12%
Somewhat Favorable	296	223	73	114	179	113	78	185	33	263	218	175	183	116	58
	37%	36%	42%	32%	35%	41%	30%	40%	40%	37%	40%	36%	36%	34%	40%
	100%	75%	25%	38%	60%	38%	26%	63%	11%	89%	74%	67%	70%	45%	22%
Somewhat Unfavorable	93	71	22	38	60	32	37	41	15	79	56	63	61	46	16
	12%	11%	13%	11%	12%	12%	14%	9%	18%	11%	10%	13%	12%	14%	11%
	100%	76%	24%	41%	64%	34%	40%	44%	16%	84%	60%	72%	70%	53%	19%
Very Unfavorable	85	63	21	43	52	32	32	44	8	76	53	59	62	44	15
	11%	10%	12%	12%	10%	12%	12%	10%	10%	11%	10%	12%	12%	13%	11%
	100%	75%	25%	51%	62%	38%	38%	52%	10%	90%	62%	75%	79%	56%	19%
Don't Know	93	74	18	38	55	33	23	59	11	82	69	47	49	28	19
	12%	12%	11%	11%	11%	12%	9%	13%	13%	11%	13%	10%	10%	8%	13%
	100%	80%	20%	42%	59%	36%	25%	63%	12%	88%	75%	58%	59%	34%	23%
Refused	23	22	1	14	18	5	7	15	1	22	16	13	13	8	5
	3%	4%	1%	4%	4%	2%	3%	3%	1%	3%	3%	3%	2%	2%	4%
	100%	96%	4%	61%	79%	21%	32%	64%	4%	96%	68%	65%	62%	40%	25%
Total Favorable	460	363	97	202	301	155	152	269	39	421	308	276	298	201	75
	58%	58%	55%	58%	59%	56%	58%	59%	47%	59%	57%	57%	59%	59%	52%
	100%	79%	21%	44%	65%	34%	33%	59%	8%	92%	67%	69%	74%	50%	19%
Total Unfavorable	178	134	44	82	112	64	69	85	23	155	109	122	123	90	32
	22%	21%	25%	23%	22%	23%	27%	19%	28%	22%	20%	25%	24%	26%	22%
	100%	76%	24%	46%	63%	36%	39%	48%	13%	87%	61%	73%	74%	54%	19%

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Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Ashcr-					Ashcr-					To Kehoe	From Ash.	Ashcr-					All 3
		Kehoe	oft	Eigel	Other	Don't Know	Kehoe	oft	Eigel	Other	Don't Know			Kehoe	oft	Eigel	Ash.	Eig.	
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Aware	754	201	211	123	26	170	254	64	142	42	231	74	156	251	254	148	133	80	57
	94%	93%	99%	97%	92%	87%	94%	100%	97%	93%	91%	97%	99%	96%	100%	97%	100%	99%	100%
	100%	27%	28%	16%	3%	23%	34%	9%	19%	6%	31%	10%	21%	33%	34%	20%	18%	11%	8%
Not Aware	46	14	1	4	2	25	15		5	3	22	2	1	9		5		1	
	6%	7%	1%	3%	8%	13%	6%		3%	7%	9%	3%	1%	4%		3%		1%	
	100%	31%	2%	8%	5%	53%	33%		10%	7%	48%	5%	2%	20%		10%		3%	
Very Favorable	164	35	93	14	5	14	61	39	26	6	30	31	56	64	66	28	37	19	16
	21%	16%	44%	11%	16%	7%	23%	61%	18%	13%	12%	41%	35%	24%	26%	18%	28%	23%	28%
	100%	21%	57%	8%	3%	9%	37%	24%	16%	3%	18%	19%	34%	39%	40%	17%	22%	12%	10%
Somewhat Favorable	296	84	98	47	6	58	108	20	53	11	100	31	81	82	80	39	35	19	11
	37%	39%	46%	37%	22%	30%	40%	31%	36%	25%	40%	41%	52%	32%	31%	26%	26%	24%	19%
	100%	28%	33%	16%	2%	20%	36%	7%	18%	4%	34%	10%	27%	28%	27%	13%	12%	7%	4%
Somewhat Unfavorable	93	34	3	24	7	23	37		25	9	21	4	3	40	45	36	30	18	16
	12%	16%	2%	19%	24%	12%	14%		17%	21%	8%	5%	2%	16%	18%	23%	23%	22%	28%
	100%	36%	4%	26%	7%	25%	39%		27%	10%	23%	4%	4%	43%	48%	38%	33%	19%	17%
Very Unfavorable	85	30	2	23	6	20	26	3	23	11	21		1	37	46	29	22	13	11
	11%	14%	1%	18%	23%	11%	10%	5%	15%	24%	8%		1%	14%	18%	19%	16%	16%	19%
	100%	36%	3%	27%	7%	24%	30%	3%	27%	13%	24%		2%	44%	54%	35%	26%	15%	13%
Don't Know	93	15	11	13	2	47	20	1	13	5	51	7	11	20	15	11	6	8	1
	12%	7%	5%	10%	7%	24%	7%	2%	9%	11%	20%	9%	7%	8%	6%	7%	4%	10%	2%
	100%	16%	12%	14%	2%	51%	21%	1%	14%	5%	55%	7%	12%	22%	16%	12%	6%	9%	1%
Refused	23	3	3	2		6	3	1	2		7	1	3	7	3	4	3	4	2
	3%	1%	2%	2%		3%	1%	2%	1%		3%	1%	2%	3%	1%	2%	2%	5%	4%
	100%	12%	14%	8%		26%	11%	5%	8%		31%	4%	14%	31%	14%	16%	14%	16%	10%
Total Favorable	460	119	192	61	11	73	169	59	79	17	131	62	137	146	146	68	72	38	27
	58%	55%	90%	48%	38%	37%	63%	92%	54%	37%	52%	82%	87%	56%	57%	44%	54%	47%	47%
	100%	26%	42%	13%	2%	16%	37%	13%	17%	4%	28%	13%	30%	32%	32%	15%	16%	8%	6%
Total Unfavorable	178	64	6	47	13	44	62	3	48	20	42	4	5	78	91	65	52	30	27
	22%	30%	3%	37%	46%	22%	23%	5%	33%	45%	16%	5%	3%	30%	36%	43%	39%	37%	47%
	100%	36%	3%	27%	7%	25%	35%	2%	27%	11%	23%	2%	3%	44%	51%	37%	29%	17%	15%

Q9. Now, I am going to read you the names of some people who are active in politics today and have you tell me if you are aware or not aware of each one. For those you know, I would like you to tell me if you have a favorable or unfavorable opinion of that person. - Jay Ashcroft

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Aware	754	356	76	460	178	485	224	71	448	228	409	162	163	63	158	106
	94%	97%	100%	100%	100%	99%	98%	100%	100%	100%	100%	98%	93%	95%	93%	88%
	100%	47%	10%	61%	24%	64%	30%	9%	59%	30%	54%	21%	22%	8%	21%	14%
Not Aware	46	12				7	4					3	12	4	11	15
	6%	3%				1%	2%					2%	7%	5%	7%	12%
	100%	27%				14%	9%					6%	25%	8%	25%	31%
Very Favorable	164	99	12	164		108	65	14	101	67	111	44	42	18	27	13
	21%	27%	16%	36%		22%	28%	20%	23%	29%	27%	27%	24%	27%	16%	11%
	100%	60%	7%	100%		66%	40%	9%	62%	41%	68%	27%	25%	11%	16%	8%
Somewhat Favorable	296	155	18	296		163	81	19	149	81	173	70	68	18	61	46
	37%	42%	23%	64%		33%	35%	26%	33%	35%	42%	42%	39%	27%	36%	38%
	100%	52%	6%	100%		55%	27%	6%	50%	27%	59%	24%	23%	6%	21%	16%
Somewhat Unfavorable	93	47	18		93	62	30	18	56	40	65	14	14	11	25	13
	12%	13%	24%		52%	13%	13%	26%	13%	18%	16%	8%	8%	17%	15%	11%
	100%	50%	20%		100%	67%	33%	19%	61%	43%	70%	15%	15%	12%	27%	14%
Very Unfavorable	85	34	26		85	64	32	18	59	40	60	16	16	6	25	13
	11%	9%	34%		48%	13%	14%	25%	13%	17%	15%	10%	9%	8%	15%	11%
	100%	40%	31%		100%	75%	37%	21%	69%	47%	71%	19%	18%	7%	30%	16%
Don't Know	93	21	1			69	14	1	64			13	20	8	17	16
	12%	6%	1%			14%	6%	2%	14%			8%	11%	13%	10%	14%
	100%	22%	1%			75%	15%	1%	69%			14%	22%	9%	19%	18%
Refused	23	1	1			18	2	1	18			5	4	2	2	3
	3%	0%	1%			4%	1%	1%	4%			3%	2%	3%	1%	3%
	100%	5%	5%			79%	8%	3%	79%			23%	17%	10%	10%	14%
Total Favorable	460	254	30	460		271	146	33	251	148	284	114	110	36	88	59
	58%	69%	39%	100%		55%	64%	47%	56%	65%	69%	69%	63%	54%	52%	49%
	100%	55%	7%	100%		59%	32%	7%	54%	32%	62%	25%	24%	8%	19%	13%
Total Unfavorable	178	81	44		178	126	62	36	115	80	125	30	29	17	50	27
	22%	22%	58%		100%	26%	27%	51%	26%	35%	31%	18%	17%	25%	30%	22%
	100%	45%	25%		100%	71%	35%	20%	65%	45%	70%	17%	16%	9%	28%	15%

Q9. Now, I am going to read you the names of some people who are active in politics today and have you tell me if you are aware or not aware of each one. For those you know, I would like you to tell me if you have a favorable or unfavorable opinion of that person. - Jay Ashcroft

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Aware	754	182	104	74	53	231	158	70	164	131	80	151
	94%	95%	97%	97%	91%	95%	95%	93%	95%	92%	99%	93%
	100%	24%	14%	10%	7%	31%	21%	9%	22%	17%	11%	20%
Not Aware	46	9	3	2	5	12	9	5	10	11	1	12
	6%	5%	3%	3%	9%	5%	5%	7%	5%	8%	1%	7%
	100%	19%	6%	4%	11%	26%	19%	11%	21%	24%	1%	25%
Very Favorable	164	47	28	12	14	58	38	22	22	24	27	30
	21%	25%	26%	16%	25%	24%	23%	30%	13%	17%	34%	19%
	100%	29%	17%	8%	9%	35%	23%	14%	13%	15%	17%	19%
Somewhat Favorable	296	71	48	30	18	93	64	27	55	57	36	56
	37%	37%	45%	39%	30%	38%	39%	36%	32%	40%	45%	35%
	100%	24%	16%	10%	6%	31%	22%	9%	19%	19%	12%	19%
Somewhat Unfavorable	93	13	13	9	8	35	13	5	24	16	4	31
	12%	7%	12%	11%	14%	14%	8%	7%	14%	11%	5%	19%
	100%	14%	14%	9%	9%	38%	14%	6%	26%	17%	5%	33%
Very Unfavorable	85	16	6	12	7	18	11	7	37	11	5	13
	11%	8%	6%	16%	12%	7%	7%	10%	21%	8%	7%	8%
	100%	19%	8%	15%	8%	21%	13%	8%	44%	13%	6%	15%
Don't Know	93	27	8	9	4	27	23	4	20	18	7	20
	12%	14%	7%	12%	8%	11%	14%	5%	12%	13%	8%	13%
	100%	29%	8%	10%	5%	29%	25%	4%	22%	20%	7%	22%
Refused	23	8	1	1	1	1	8	4	6	5	1	
	3%	4%	1%	2%	2%	0%	5%	6%	3%	3%	1%	
	100%	36%	6%	6%	6%	3%	34%	19%	24%	21%	3%	
Total Favorable	460	117	76	42	32	150	102	49	77	81	63	87
	58%	62%	71%	56%	55%	62%	62%	66%	44%	57%	78%	53%
	100%	26%	16%	9%	7%	33%	22%	11%	17%	18%	14%	19%
Total Unfavorable	178	29	19	21	15	53	24	12	61	27	10	43
	22%	15%	18%	28%	26%	22%	15%	16%	35%	19%	12%	27%
	100%	16%	11%	12%	9%	30%	14%	7%	34%	15%	5%	24%



Q10. Now, I am going to read you the names of some people who are active in politics today and have you tell me if you are aware or not aware of each one. For those you know, I would like you to tell me if you have a favorable or unfavorable opinion of that person. - Bill Eigel

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Wom- en		18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Aware	491	292	199	144	182	165	135	157	61	139	67	134	277	410	245	239	134	152	110	87
	61%	70%	52%	67%	65%	54%	72%	68%	54%	51%	57%	62%	62%	62%	60%	63%	68%	72%	53%	51%
	100%	59%	41%	29%	37%	34%	27%	32%	12%	28%	14%	27%	56%	84%	50%	49%	27%	31%	22%	18%
Not Aware	309	126	183	71	98	140	52	74	51	132	51	82	170	252	161	142	63	59	99	83
	39%	30%	48%	33%	35%	46%	28%	32%	46%	49%	43%	38%	38%	38%	40%	37%	32%	28%	47%	49%
	100%	41%	59%	23%	32%	45%	17%	24%	17%	43%	16%	27%	55%	82%	52%	46%	20%	19%	32%	27%
Very Favorable	107	68	39	30	37	40	33	35	8	30	4	22	79	100	38	69	24	44	14	25
	13%	16%	10%	14%	13%	13%	17%	15%	8%	11%	4%	10%	18%	15%	9%	18%	12%	21%	7%	15%
	100%	64%	36%	28%	35%	37%	31%	33%	8%	28%	4%	20%	74%	94%	36%	64%	23%	41%	13%	23%
Somewhat Favorable	121	79	43	31	54	36	37	41	10	33	9	39	71	111	65	55	39	39	26	16
	15%	19%	11%	15%	19%	12%	20%	18%	9%	12%	7%	18%	16%	17%	16%	14%	20%	19%	12%	9%
	100%	65%	35%	26%	45%	29%	31%	34%	8%	27%	7%	32%	59%	91%	53%	45%	32%	32%	21%	13%
Somewhat Unfavorable	28	22	7	12	11	6	12	10	3	3	7	6	15	21	15	13	10	12	5	1
	4%	5%	2%	6%	4%	2%	6%	4%	3%	1%	6%	3%	3%	3%	4%	3%	5%	5%	3%	1%
	100%	76%	24%	42%	38%	20%	41%	35%	12%	12%	24%	22%	53%	76%	54%	46%	36%	41%	19%	5%
Very Unfavorable	43	34	9	18	11	13	18	16	2	6	17	8	15	23	12	31	9	25	3	6
	5%	8%	2%	8%	4%	4%	10%	7%	2%	2%	15%	4%	3%	3%	3%	8%	5%	12%	2%	3%
	100%	79%	21%	42%	26%	31%	42%	38%	6%	15%	40%	19%	35%	53%	29%	71%	21%	58%	8%	13%
Don't Know	174	82	92	48	62	64	32	50	34	58	26	55	87	141	105	66	48	32	57	34
	22%	20%	24%	22%	22%	21%	17%	22%	30%	21%	22%	25%	19%	21%	26%	17%	24%	15%	28%	20%
	100%	47%	53%	28%	36%	37%	18%	29%	19%	33%	15%	32%	50%	81%	61%	38%	28%	18%	33%	20%
Refused	19	8	11	5	7	7	4	4	3	7	3	3	10	14	9	6	4		5	6
	2%	2%	3%	2%	2%	2%	2%	2%	3%	3%	3%	2%	2%	2%	2%	2%	2%		2%	3%
	100%	43%	57%	26%	37%	37%	19%	24%	18%	39%	19%	18%	56%	74%	48%	31%	22%		26%	31%
Total Favorable	228	146	82	61	92	75	70	76	18	64	13	61	150	211	103	124	63	83	40	41
	29%	35%	21%	29%	33%	25%	38%	33%	16%	24%	11%	28%	34%	32%	25%	32%	32%	39%	19%	24%
	100%	64%	36%	27%	40%	33%	31%	33%	8%	28%	6%	27%	66%	93%	45%	54%	28%	36%	17%	18%
Total Unfavorable	71	56	16	30	22	19	30	26	6	10	24	14	30	44	28	44	19	37	9	7
	9%	13%	4%	14%	8%	6%	16%	11%	5%	4%	21%	7%	7%	7%	7%	11%	10%	17%	4%	4%
	100%	78%	22%	42%	31%	27%	42%	37%	8%	14%	34%	20%	42%	62%	39%	61%	27%	51%	12%	10%

Q10. Now, I am going to read you the names of some people who are active in politics today and have you tell me if you are aware or not aware of each one. For those you know, I would like you to tell me if you have a favorable or unfavorable opinion of that person. - Bill Eigel

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Aware	491	160	281	276	176	91	132	200	144	337	84	29
	61%	55%	64%	61%	61%	55%	62%	68%	65%	60%	72%	48%
	100%	33%	57%	56%	36%	18%	27%	41%	29%	69%	17%	6%
Not Aware	309	130	155	173	112	73	82	93	79	226	32	31
	39%	45%	36%	39%	39%	45%	38%	32%	35%	40%	28%	52%
	100%	42%	50%	56%	36%	24%	27%	30%	26%	73%	10%	10%
Very Favorable	107	14	82	71	31	20	30	43	29	76	18	6
	13%	5%	19%	16%	11%	12%	14%	15%	13%	14%	15%	9%
	100%	13%	77%	66%	29%	19%	29%	40%	27%	72%	16%	5%
Somewhat Favorable	121	41	75	69	47	25	30	53	35	85	26	3
	15%	14%	17%	15%	16%	15%	14%	18%	16%	15%	23%	5%
	100%	34%	62%	57%	39%	20%	24%	44%	29%	70%	22%	2%
Somewhat Unfavorable	28	14	10	15	10	4	4	13	14	14	8	3
	4%	5%	2%	3%	3%	3%	2%	5%	6%	3%	7%	6%
	100%	50%	35%	55%	35%	15%	14%	47%	49%	51%	30%	12%
Very Unfavorable	43	28	12	20	22	1	9	31	10	32	8	1
	5%	10%	3%	5%	8%	1%	4%	10%	5%	6%	7%	2%
	100%	66%	27%	48%	51%	3%	20%	72%	24%	75%	18%	3%
Don't Know	174	57	94	92	62	35	56	54	51	119	21	15
	22%	20%	21%	21%	22%	22%	26%	18%	23%	21%	19%	25%
	100%	33%	54%	53%	36%	20%	32%	31%	29%	68%	12%	9%
Refused	19	6	8	8	5	5	4	6	5	11	2	1
	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
	100%	31%	44%	42%	26%	27%	20%	32%	25%	60%	12%	7%
Total Favorable	228	55	157	140	77	45	60	96	64	161	44	8
	29%	19%	36%	31%	27%	27%	28%	33%	29%	29%	38%	14%
	100%	24%	69%	61%	34%	20%	26%	42%	28%	71%	19%	4%
Total Unfavorable	71	43	22	36	32	6	13	44	24	46	16	4
	9%	15%	5%	8%	11%	3%	6%	15%	11%	8%	14%	7%
	100%	60%	30%	50%	44%	8%	18%	62%	34%	65%	23%	6%

Q10. Now, I am going to read you the names of some people who are active in politics today and have you tell me if you are aware or not aware of each one. For those you know, I would like you to tell me if you have a favorable or unfavorable opinion of that person. - Bill Eigel

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Aware	491	388	104	231	326	157	180	264	48	444	312	313	323	231	83
	61%	62%	59%	66%	64%	58%	69%	58%	58%	62%	58%	64%	64%	67%	57%
	100%	79%	21%	47%	66%	32%	37%	54%	10%	90%	63%	71%	74%	52%	19%
Not Aware	309	237	71	121	187	116	80	194	34	274	228	173	183	112	61
	39%	38%	41%	34%	36%	42%	31%	42%	42%	38%	42%	36%	36%	33%	43%
	100%	77%	23%	39%	61%	38%	26%	63%	11%	89%	74%	63%	67%	41%	22%
Very Favorable	107	90	17	63	84	23	48	57	2	105	59	73	85	65	9
	13%	14%	9%	18%	16%	8%	18%	12%	2%	15%	11%	15%	17%	19%	6%
	100%	84%	16%	59%	79%	21%	45%	53%	2%	98%	55%	76%	88%	67%	9%
Somewhat Favorable	121	101	21	59	84	38	43	68	10	111	78	65	79	48	17
	15%	16%	12%	17%	16%	14%	17%	15%	12%	15%	14%	13%	16%	14%	12%
	100%	83%	17%	48%	69%	31%	36%	56%	8%	92%	64%	60%	73%	44%	15%
Somewhat Unfavorable	28	20	8	13	15	13	6	18	4	24	22	17	20	12	5
	4%	3%	5%	4%	3%	5%	2%	4%	5%	3%	4%	4%	4%	3%	4%
	100%	72%	28%	46%	54%	46%	21%	64%	15%	85%	79%	65%	75%	46%	20%
Very Unfavorable	43	29	14	18	24	17	19	16	7	35	24	31	29	23	7
	5%	5%	8%	5%	5%	6%	7%	4%	9%	5%	4%	6%	6%	7%	5%
	100%	67%	33%	43%	57%	40%	44%	38%	17%	83%	56%	85%	80%	65%	20%
Don't Know	174	130	43	67	105	62	58	92	23	151	115	115	100	75	40
	22%	21%	25%	19%	20%	23%	22%	20%	28%	21%	21%	24%	20%	22%	28%
	100%	75%	25%	38%	61%	36%	33%	53%	13%	87%	67%	74%	64%	48%	26%
Refused	19	18	1	11	14	5	5	12	1	18	13	13	11	8	5
	2%	3%	1%	3%	3%	2%	2%	3%	1%	2%	2%	3%	2%	2%	3%
	100%	94%	6%	59%	74%	26%	29%	66%	6%	94%	71%	74%	64%	45%	29%
Total Favorable	228	191	37	122	167	61	91	125	12	216	137	138	164	112	25
	29%	31%	21%	35%	33%	22%	35%	27%	14%	30%	25%	28%	32%	33%	18%
	100%	84%	16%	53%	73%	27%	40%	55%	5%	95%	60%	67%	80%	55%	12%
Total Unfavorable	71	49	22	31	40	30	25	35	12	59	46	48	48	35	13
	9%	8%	13%	9%	8%	11%	10%	8%	14%	8%	9%	10%	10%	10%	9%
	100%	69%	31%	44%	56%	42%	35%	49%	16%	84%	65%	77%	77%	57%	20%

Q10. Now, I am going to read you the names of some people who are active in politics today and have you tell me if you are aware or not aware of each one. For those you know, I would like you to tell me if you have a favorable or unfavorable opinion of that person. - Bill Eigel

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr-		Other	Don't Know	Kehoe	Ashcr-		Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr-		Keh./ Ash.	Keh./ Eig.	All 3
			oft	Eigel				oft	Eigel						Eigel	Eig.			
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Aware	491	114	116	119	20	103	149	35	135	24	130	45	86	175	185	152	103	82	57
	61%	53%	55%	94%	71%	53%	55%	55%	92%	52%	51%	60%	55%	67%	73%	100%	77%	100%	100%
	100%	23%	24%	24%	4%	21%	30%	7%	28%	5%	26%	9%	18%	36%	38%	31%	21%	17%	12%
Not Aware	309	102	96	7	8	92	120	29	11	22	123	31	70	86	69		30		
	39%	47%	45%	6%	29%	47%	45%	45%	8%	48%	49%	40%	45%	33%	27%		23%		
	100%	33%	31%	2%	3%	30%	39%	9%	4%	7%	40%	10%	23%	28%	22%		10%		
Very Favorable	107	10	11	77	2	4	18	1	80	4	4	9	10	46	37	66	26	33	19
	13%	5%	5%	60%	9%	2%	7%	2%	55%	8%	2%	12%	6%	18%	14%	43%	19%	41%	34%
	100%	9%	11%	72%	2%	4%	16%	1%	75%	3%	4%	8%	9%	43%	34%	62%	24%	31%	18%
Somewhat Favorable	121	40	27	35	5	13	47	9	42	7	15	11	20	47	47	37	21	18	12
	15%	19%	13%	28%	17%	7%	18%	13%	28%	16%	6%	15%	13%	18%	19%	24%	16%	22%	21%
	100%	33%	23%	29%	4%	10%	39%	7%	34%	6%	12%	9%	16%	39%	39%	30%	17%	14%	10%
Somewhat Unfavorable	28	14	6	2		6	16	2	3	1	5	3	3	13	18	8	13	6	6
	4%	7%	3%	1%		3%	6%	4%	2%	1%	2%	4%	2%	5%	7%	5%	10%	7%	10%
	100%	51%	20%	6%		20%	57%	8%	11%	2%	18%	10%	12%	47%	65%	28%	47%	20%	20%
Very Unfavorable	43	24	8	1	6	2	23	8	1	7	2	1	1	24	29	31	20	19	17
	5%	11%	4%	1%	23%	1%	9%	13%	1%	16%	1%	1%	1%	9%	11%	20%	15%	23%	29%
	100%	55%	20%	2%	15%	5%	54%	20%	2%	17%	5%	1%	3%	56%	67%	71%	46%	44%	39%
Don't Know	174	23	62	5	5	74	42	13	10	4	100	21	50	39	51	11	20	5	2
	22%	11%	29%	4%	20%	38%	16%	21%	7%	9%	40%	28%	32%	15%	20%	7%	15%	6%	4%
	100%	13%	36%	3%	3%	43%	24%	8%	6%	2%	58%	12%	29%	23%	29%	6%	12%	3%	1%
Refused	19	3	2		1	4	3	1		1	4	1	2	5	3	1	3	1	1
	2%	1%	1%		3%	2%	1%	2%		2%	2%	1%	1%	2%	1%	1%	2%	2%	2%
	100%	17%	9%		5%	20%	16%	6%		5%	23%	4%	9%	28%	17%	7%	17%	7%	7%
Total Favorable	228	50	39	112	7	17	65	10	122	11	19	20	30	93	84	102	46	51	31
	29%	23%	18%	88%	25%	9%	24%	15%	83%	24%	7%	26%	19%	36%	33%	67%	35%	62%	55%
	100%	22%	17%	49%	3%	7%	28%	4%	53%	5%	8%	9%	13%	41%	37%	45%	20%	22%	14%
Total Unfavorable	71	38	14	3	6	8	39	11	4	8	7	3	5	37	47	38	33	24	22
	9%	18%	7%	2%	23%	4%	15%	17%	3%	17%	3%	5%	3%	14%	19%	25%	25%	30%	39%
	100%	54%	20%	4%	9%	11%	55%	15%	6%	11%	10%	5%	6%	53%	66%	54%	46%	34%	31%

Q10. Now, I am going to read you the names of some people who are active in politics today and have you tell me if you are aware or not aware of each one. For those you know, I would like you to tell me if you have a favorable or unfavorable opinion of that person. - Bill Eigel

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Aware	491	240	62	271	126	491	228	71	448	228	286	94	94	40	109	85
	61%	65%	81%	59%	71%	100%	100%	100%	100%	100%	70%	57%	54%	60%	64%	71%
	100%	49%	13%	55%	26%	100%	46%	14%	91%	46%	58%	19%	19%	8%	22%	17%
Not Aware	309	129	14	189	52						124	71	81	27	60	35
	39%	35%	19%	41%	29%						30%	43%	46%	40%	36%	29%
	100%	42%	5%	61%	17%						40%	23%	26%	9%	20%	11%
Very Favorable	107	60	23	65	33	107	107		98	80	80	22	16	11	27	15
	13%	16%	31%	14%	18%	22%	47%		22%	35%	20%	13%	9%	17%	16%	13%
	100%	57%	22%	61%	31%	100%	100%		92%	75%	75%	21%	15%	10%	25%	14%
Somewhat Favorable	121	78	15	81	29	121	121		105	89	89	24	24	10	25	18
	15%	21%	19%	18%	16%	25%	53%		23%	39%	22%	15%	14%	15%	15%	15%
	100%	65%	12%	67%	24%	100%	100%		86%	73%	73%	20%	20%	8%	21%	15%
Somewhat Unfavorable	28	18	2	18	9	28		28	23	20	20	3	7	1	7	9
	4%	5%	3%	4%	5%	6%		40%	5%	9%	5%	2%	4%	1%	4%	8%
	100%	63%	9%	65%	30%	100%		100%	82%	71%	71%	10%	25%	2%	25%	32%
Very Unfavorable	43	23	16	15	28	43		43	41	39	39	8	6	5	12	8
	5%	6%	21%	3%	16%	9%		60%	9%	17%	10%	5%	4%	7%	7%	6%
	100%	55%	37%	34%	64%	100%		100%	96%	91%	91%	18%	15%	11%	28%	18%
Don't Know	174	58	6	91	27	174			163		56	34	37	11	34	31
	22%	16%	8%	20%	15%	35%			36%		14%	20%	21%	17%	20%	26%
	100%	33%	3%	52%	16%	100%			94%		32%	19%	21%	6%	20%	18%
Refused	19	2		2	1	19			19		1	4	3	3	3	4
	2%	1%		0%	1%	4%			4%		0%	2%	2%	4%	2%	3%
	100%	12%		10%	5%	100%			100%		6%	20%	16%	14%	17%	19%
Total Favorable	228	139	38	146	62	228	228		202	169	169	46	41	21	52	34
	29%	38%	50%	32%	35%	46%	100%		45%	74%	41%	28%	23%	31%	31%	28%
	100%	61%	17%	64%	27%	100%	100%		89%	74%	74%	20%	18%	9%	23%	15%
Total Unfavorable	71	41	18	33	36	71		71	64	59	59	10	13	5	19	17
	9%	11%	24%	7%	20%	14%		100%	14%	26%	14%	6%	8%	8%	11%	14%
	100%	58%	26%	47%	51%	100%		100%	90%	83%	83%	14%	19%	8%	27%	24%

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Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Aware	491	108	71	58	39	168	98	49	100	75	53	115
	61%	57%	67%	77%	68%	69%	59%	66%	58%	53%	66%	71%
	100%	22%	15%	12%	8%	34%	20%	10%	20%	15%	11%	23%
Not Aware	309	82	35	17	19	75	68	26	74	66	28	47
	39%	43%	33%	23%	32%	31%	41%	34%	42%	47%	34%	29%
	100%	27%	11%	6%	6%	24%	22%	8%	24%	22%	9%	15%
Very Favorable	107	31	12	13	14	42	24	7	18	16	12	30
	13%	16%	11%	17%	24%	17%	14%	10%	11%	11%	15%	18%
	100%	29%	11%	12%	13%	39%	22%	7%	17%	15%	11%	28%
Somewhat Favorable	121	26	26	16	14	53	17	14	19	19	13	40
	15%	14%	24%	21%	24%	22%	10%	18%	11%	13%	16%	25%
	100%	21%	21%	13%	11%	44%	14%	11%	15%	16%	11%	33%
Somewhat Unfavorable	28	7	4	4	1	8	4	3	12	2	2	5
	4%	3%	3%	5%	2%	3%	2%	3%	7%	2%	3%	3%
	100%	24%	13%	14%	5%	27%	14%	9%	41%	9%	9%	18%
Very Unfavorable	43	2	9	5	1	15	5	6	12	5	6	9
	5%	1%	9%	7%	2%	6%	3%	8%	7%	4%	7%	6%
	100%	4%	22%	12%	3%	36%	11%	14%	27%	12%	14%	22%
Don't Know	174	36	20	19	8	50	41	15	38	29	20	30
	22%	19%	19%	25%	13%	20%	25%	21%	22%	21%	25%	18%
	100%	21%	11%	11%	4%	29%	24%	9%	22%	17%	12%	17%
Refused	19	7	1	1	1	1	8	4	2	4		1
	2%	3%	1%	2%	2%	0%	5%	6%	1%	3%		1%
	100%	35%	4%	7%	7%	5%	42%	24%	9%	20%		5%
Total Favorable	228	56	38	29	28	95	41	21	37	35	25	70
	29%	30%	36%	39%	48%	39%	24%	28%	21%	25%	31%	43%
	100%	25%	17%	13%	12%	42%	18%	9%	16%	15%	11%	31%
Total Unfavorable	71	9	13	9	3	23	9	9	23	8	8	14
	9%	4%	12%	12%	5%	9%	5%	11%	13%	5%	10%	9%
	100%	12%	18%	12%	4%	32%	12%	12%	33%	11%	12%	20%

Q11. If the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L. Grant, for whom would you vote? (Summary Table)

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Wom-en		18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
		Men																			
Total	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Total Kehoe	216	120	96	56	74	86	55	65	25	71		40	60	109	169	99	114	52	66	47	48
	27%	29%	25%	26%	27%	28%	29%	28%	23%	26%		34%	28%	24%	25%	24%	30%	27%	31%	22%	28%
	100%	55%	45%	26%	34%	40%	25%	30%	12%	33%		19%	28%	51%	78%	46%	53%	24%	31%	22%	22%
Total Ashcroft	212	109	104	50	68	94	43	66	25	79		20	55	134	189	107	102	48	57	59	45
	27%	26%	27%	23%	24%	31%	23%	28%	22%	29%		17%	26%	30%	29%	26%	27%	24%	27%	28%	26%
	100%	51%	49%	24%	32%	44%	20%	31%	12%	37%		10%	26%	63%	89%	50%	48%	23%	27%	28%	21%
Total Eigel	127	81	46	40	49	37	44	37	10	36		9	32	86	117	54	73	35	45	18	28
	16%	19%	12%	19%	18%	12%	23%	16%	9%	13%		7%	15%	19%	18%	13%	19%	18%	21%	9%	16%
	100%	64%	36%	32%	39%	30%	35%	29%	8%	29%		7%	25%	68%	93%	42%	58%	28%	36%	15%	22%
Total McClanahan	11	4	6	3	5	3		4	4	3		5		5	5	2	8	1	4	2	5
	1%	1%	2%	1%	2%	1%		2%	3%	1%		4%		1%	1%	1%	2%	0%	2%	1%	3%
	100%	42%	58%	26%	45%	29%		42%	33%	25%		49%		46%	46%	21%	79%	5%	37%	16%	43%
Total Wright	8	3	5	3	2	3	1	2	4	2		2	3	3	6	4	4	1	1	2	3
	1%	1%	1%	1%	1%	1%	0%	1%	3%	1%		2%	2%	1%	1%	1%	1%	1%	1%	1%	2%
	100%	34%	66%	35%	26%	38%	9%	25%	44%	22%		28%	40%	32%	72%	45%	55%	18%	16%	27%	39%
Total Thomsen	5	2	3	2	2		1	1	2	1		2	2	1	3	1	3		2	1	2
	1%	0%	1%	1%	1%		0%	1%	1%	0%		2%	1%	0%	0%	0%	1%		1%	1%	1%
	100%	42%	58%	49%	51%		16%	26%	32%	26%		42%	32%	26%	58%	26%	74%		42%	26%	32%
Total Olson	2	1	1		1	1		1		1				2	2	2		1		1	
	0%	0%	0%		0%	0%		1%		0%				0%	0%	0%		1%		0%	
	100%	69%	31%		31%	69%		69%		31%				100%	100%	100%		69%		31%	
Total Gundel																					
Total Grant																					
Other	3	3		1		1	1	1					1		1	3		3			
	0%	1%		1%		0%	1%	1%					1%		0%	1%		1%			
	100%	100%		48%		52%	48%	52%					48%		48%	100%		100%			
Will Not Vote	5	2	4	1	2	3	1	1		4		2	3	1	3	3	2	1	1	3	1
	1%	0%	1%	0%	1%	1%	0%	1%		1%		2%	1%	0%	0%	1%	1%	0%	1%	1%	0%
	100%	34%	66%	11%	31%	58%	11%	24%		66%		40%	49%	11%	60%	62%	38%	11%	24%	51%	15%
Don't Know	194	82	112	54	69	71	36	47	42	70		36	60	93	153	123	69	51	30	72	38
	24%	20%	29%	25%	25%	23%	19%	20%	37%	26%		30%	28%	21%	23%	30%	18%	26%	14%	35%	22%
	100%	42%	58%	28%	36%	37%	18%	24%	21%	36%		18%	31%	48%	79%	63%	35%	26%	16%	37%	20%
Refused	18	12	6	5	8	4	6	5	2	4		1	1	14	15	8	6	4	4	4	2
	2%	3%	2%	2%	3%	1%	3%	2%	2%	2%		1%	1%	3%	2%	2%	1%	2%	2%	2%	1%
	100%	66%	34%	29%	47%	24%	36%	30%	10%	24%		4%	7%	77%	83%	47%	32%	23%	22%	24%	10%

Q11. If the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L. Grant, for whom would you vote? (Summary Table)

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Total Kehoe	216	93	100	110	87	42	55	84	58	152	32	17
	27%	32%	23%	25%	30%	25%	26%	29%	26%	27%	28%	28%
	100%	43%	46%	51%	40%	19%	26%	39%	27%	70%	15%	8%
Total Ashcroft	212	71	118	130	68	46	64	67	59	153	29	15
	27%	24%	27%	29%	23%	28%	30%	23%	26%	27%	25%	25%
	100%	33%	56%	61%	32%	22%	30%	32%	28%	72%	14%	7%
Total Eigel	127	23	94	83	40	25	31	59	38	88	24	6
	16%	8%	22%	19%	14%	15%	14%	20%	17%	16%	21%	10%
	100%	18%	74%	66%	32%	20%	24%	47%	30%	70%	19%	5%
Total McClanahan	11	9	2	6	5	4	1	7	3	7	1	3
	1%	3%	0%	1%	2%	2%	0%	2%	2%	1%	1%	5%
	100%	84%	16%	57%	43%	33%	5%	62%	32%	68%	6%	26%
Total Wright	8	4	4	6	2	2	2	1	3	5	1	2
	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	4%
	100%	51%	49%	75%	25%	29%	26%	14%	35%	65%	9%	26%
Total Thomsen	5	3	1		5		1	2	3	1	1	2
	1%	1%	0%		2%		1%	1%	2%	0%	1%	3%
	100%	74%	26%		100%		26%	49%	74%	26%	16%	32%
Total Olson	2	1	1	2		2				2		
	0%	0%	0%	0%		1%				0%		
	100%	69%	31%	100%		100%				100%		
Total Gundel												
Total Grant												
Other	3	1	1	1	1	1		1	1	1		
	0%	0%	0%	0%	0%	1%		0%	1%	0%		
	100%	52%	48%	52%	48%	52%		48%	52%	48%		
Will Not Vote	5	4	1	3	3	3	1		1	4	1	
	1%	1%	0%	1%	1%	2%	1%		1%	1%	1%	
	100%	74%	26%	49%	51%	49%	24%		26%	74%	11%	
Don't Know	194	74	102	103	74	38	54	66	52	139	25	15
	24%	26%	24%	23%	26%	23%	25%	22%	23%	25%	22%	25%
	100%	38%	53%	53%	38%	20%	28%	34%	27%	72%	13%	8%
Refused	18	5	11	4	4	3	4	6	3	11	2	1
	2%	2%	3%	1%	1%	2%	2%	2%	1%	2%	2%	1%
	100%	30%	62%	24%	24%	16%	21%	33%	15%	59%	12%	3%



Q11. If the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L. Grant, for whom would you vote? (Summary Table)

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Total Kehoe	216	168	48	86	133	81	78	119	19	196	138	142	136	102	40
	27%	27%	27%	24%	26%	29%	30%	26%	23%	27%	26%	29%	27%	30%	28%
	100%	78%	22%	40%	62%	37%	36%	55%	9%	91%	64%	76%	73%	55%	22%
Total Ashcroft	212	166	46	99	139	70	66	125	21	191	146	123	132	84	39
	27%	27%	27%	28%	27%	25%	26%	27%	26%	27%	27%	25%	26%	25%	27%
	100%	78%	22%	47%	66%	33%	31%	59%	10%	90%	69%	65%	70%	44%	20%
Total Eigel	127	103	24	69	94	32	51	66	10	116	76	75	92	62	13
	16%	16%	14%	20%	18%	12%	19%	14%	13%	16%	14%	15%	18%	18%	9%
	100%	81%	19%	54%	75%	25%	40%	52%	8%	92%	60%	65%	80%	54%	11%
Total McClanahan	11	7	4	4	5	6	3	6	2	9	8	6	6	4	2
	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
	100%	62%	38%	40%	45%	55%	24%	59%	17%	83%	76%	70%	72%	48%	22%
Total Wright	8	7	1	3	5	3	3	5		8	5	5	8	5	
	1%	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	2%	1%	
	100%	86%	14%	40%	63%	37%	32%	68%		100%	68%	58%	100%	58%	
Total Thomsen	5	3	2	1	3	2	1	2	2	3	3	2			2
	1%	0%	1%	0%	1%	1%	0%	0%	2%	0%	1%	0%			2%
	100%	58%	42%	26%	58%	42%	26%	32%	42%	58%	74%	100%			100%
Total Olson	2	2			1	1		2		2	2		1		
	0%	0%			0%	0%		0%		0%	0%		0%		
Total Gundel	100%	100%			31%	69%		100%		100%	100%		100%		
Total Grant	3	3			1	1	1	1		3	1	1			1
	0%	0%			0%	0%	1%	0%		0%	0%	0%			1%
	100%	100%			52%	48%	52%	48%		100%	48%	100%			100%
Will Not Vote	5	5	1	2	4	2	2	3	1	5	3	4	3	3	1
	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	100%	85%	15%	40%	66%	34%	39%	47%	15%	85%	61%	73%	58%	58%	15%
Don't Know	194	146	49	77	117	72	50	117	26	168	144	114	117	73	41
	24%	23%	28%	22%	23%	26%	19%	26%	32%	23%	27%	23%	23%	21%	28%
	100%	75%	25%	40%	60%	37%	26%	60%	14%	86%	74%	64%	66%	41%	23%
Refused	18	18		10	12	5	5	13		18	13	14	11	8	5
	2%	3%		3%	2%	2%	2%	3%		2%	2%	3%	2%	2%	4%
	100%	100%		56%	68%	26%	28%	72%		100%	72%	76%	64%	47%	29%

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Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Total Kehoe	216	216					194	2	3	5	10			145	87	34	71	31	23
	27%	100%					72%	4%	2%	10%	4%			56%	34%	23%	53%	38%	40%
	100%	100%					90%	1%	1%	2%	5%			67%	40%	16%	33%	14%	11%
Total Ashcroft	212		212				48	56	20	7	81	48	157	37	70	16	21	9	9
	27%		100%				18%	86%	14%	16%	32%	64%	100%	14%	28%	11%	16%	11%	15%
	100%		100%				23%	26%	9%	3%	38%	23%	74%	17%	33%	8%	10%	4%	4%
Total Eigel	127			127			8		116	1	2	8		46	44	82	26	36	22
	16%			100%			3%		79%	1%	1%	11%		18%	17%	53%	19%	45%	38%
	100%			100%			7%		92%	0%	2%	7%		36%	35%	64%	20%	29%	17%
Total McClanahan	11				11		2			9		2		3	4	3	2		
	1%				38%		1%			19%		2%		1%	2%	2%	1%		
	100%				100%		18%			82%		18%		26%	41%	24%	18%		
Total Wright	8				8		1			7		1			3		1		
	1%				29%		1%			15%		2%			1%	1%			
	100%				100%		17%			83%		17%			42%	13%			
Total Thomsen	5				5					5					1				
	1%				17%					10%					0%				
	100%				100%					100%					26%				
Total Olson	2				2		1			1		1		1	2		1		
	0%				7%		0%			3%		1%		1%	1%		1%		
	100%				100%		31%			69%		31%		69%	100%		69%		
Total Gundel																			
Total Grant																			
Other	3				3		1			1					1	1			
	0%				9%		2%			3%					1%	1%			
	100%				100%		52%			48%					52%	48%			
Will Not Vote	5						1			1	1				3	1			
	1%						1%			3%	0%				1%	1%			
	100%						11%			24%	19%				59%	24%			
Don't Know	194					194	14	3	6	9	158	14		24	36	11	11	3	2
	24%					100%	5%	5%	4%	20%	62%	18%		9%	14%	7%	8%	4%	4%
	100%					100%	7%	2%	3%	5%	81%	7%		12%	19%	6%	5%	2%	1%
Refused	18						2	1	1		1	2		5	2	3	2	2	2
	2%						1%	2%	1%		0%	2%		2%	1%	2%	1%	2%	3%
	100%						11%	7%	7%		7%	11%		26%	10%	18%	10%	10%	10%

Q11. If the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L. Grant, for whom would you vote? (Summary Table)

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor-able	Unfav-or.	Favor-able	Unfav-or.	Aware	Favor-able	Unfav-or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel-lite	Ante-nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Total Kehoe	216	192	6	119	64	114	50	38	114	84	174	47	49	26	50	23
	27%	52%	8%	26%	36%	23%	22%	54%	25%	37%	43%	29%	28%	38%	30%	20%
	100%	89%	3%	55%	30%	53%	23%	18%	53%	39%	81%	22%	23%	12%	23%	11%
Total Ashcroft	212	71	14	192	6	116	39	14	102	38	85	49	55	15	38	32
	27%	19%	18%	42%	3%	24%	17%	20%	23%	17%	21%	30%	31%	22%	23%	27%
	100%	33%	7%	90%	3%	55%	18%	7%	48%	18%	40%	23%	26%	7%	18%	15%
Total Eigel	127	56	31	61	47	119	112	3	104	77	82	23	18	6	34	23
	16%	15%	41%	13%	27%	24%	49%	4%	23%	34%	20%	14%	10%	9%	20%	19%
	100%	44%	25%	48%	37%	94%	88%	2%	82%	60%	64%	18%	14%	5%	27%	18%
Total McClanahan	11	5	3	5	5	9	3	3	9	5	7	2			8	1
	1%	1%	3%	1%	3%	2%	1%	4%	2%	2%	2%	1%			5%	0%
	100%	43%	24%	43%	47%	84%	25%	24%	84%	49%	67%	17%			78%	5%
Total Wright	8	3	1	1	5	5	3		3		3	1	2	1	1	3
	1%	1%	2%	0%	3%	1%	1%		1%		1%	1%	1%	2%	1%	2%
	100%	36%	16%	14%	65%	63%	31%		32%		40%	17%	25%	13%	12%	32%
Total Thomsen	5		1	2	1	1	1				1	1		1	3	
	1%		2%	1%	0%	0%	1%				0%	0%		2%	2%	
	100%		26%	51%	16%	26%	26%				26%	16%		26%	58%	
Total Olson	2		2		2	2	1	1	2	2	2	2				
	0%		3%		1%	0%	0%	2%	0%	1%	0%	1%				
	100%		100%		100%	100%	31%	69%	100%	100%	100%	100%				
Total Gundel																
Total Grant																
Other	3		3	3		3		3	3	3			1			
	0%		3%	1%		1%		4%	1%	1%	1%		1%			
	100%		100%	100%		100%		100%	100%	100%			52%			
Will Not Vote	5		1	1	4	2		2	2	1	1	1	1	1		2
	1%		2%	0%	2%	0%		3%	0%	1%	0%	0%	1%	2%		2%
	100%		24%	15%	74%	40%		40%	40%	24%	24%	15%	19%	24%		42%
Don't Know	194	39	13	73	44	103	17	8	93	17	49	35	48	14	33	34
	24%	11%	17%	16%	25%	21%	7%	11%	21%	7%	12%	21%	27%	22%	20%	28%
	100%	20%	7%	37%	22%	53%	9%	4%	48%	9%	25%	18%	25%	7%	17%	18%
Refused	18	3	1	4		17	4		16	2	2	3	1	3	2	2
	2%	1%	1%	1%		4%	2%		4%	1%	1%	2%	0%	4%	1%	2%
	100%	18%	5%	24%		97%	20%		90%	13%	13%	19%	5%	15%	11%	11%

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Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Total Kehoe	216	48	43	15	14	73	18	37	61	27	22	51
	27%	25%	40%	19%	24%	30%	11%	49%	35%	19%	27%	31%
	100%	22%	20%	7%	7%	34%	8%	17%	28%	12%	10%	24%
Total Ashcroft	212	61	30	18	11	57	57	13	38	47	29	28
	27%	32%	28%	24%	19%	24%	34%	17%	22%	33%	36%	17%
	100%	29%	14%	8%	5%	27%	27%	6%	18%	22%	14%	13%
Total Eigel	127	33	14	22	19	54	25	9	21	18	11	42
	16%	17%	13%	29%	34%	22%	15%	12%	12%	12%	14%	26%
	100%	26%	11%	18%	15%	42%	20%	7%	16%	14%	9%	33%
Total McClanahan	11	1	1		4	1	4	1	2	3		1
	1%	0%	1%		7%	0%	2%	1%	1%	2%		1%
	100%	8%	8%		40%	8%	37%	5%	18%	33%		8%
Total Wright	8	1	2	1		1	1	1	1	4	1	
	1%	1%	2%	1%		0%	1%	2%	1%	2%	1%	
	100%	17%	23%	13%		9%	17%	14%	16%	44%	9%	
Total Thomsen	5	1	1			2	2		1		1	1
	1%	1%	1%			1%	1%		1%		1%	1%
	100%	26%	16%			42%	32%		26%		16%	26%
Total Olson	2								2			
	0%								1%			
Total Gundel	100%								100%			
Total Grant	3			1		1			1			1
	0%			2%		0%			1%			1%
	100%			48%		48%			52%			48%
Will Not Vote	5			1	1		1		2	2		
	1%			1%	1%		1%		1%	1%		
	100%			19%	15%		26%		40%	34%		
Don't Know	194	41	16	17	8	51	50	12	41	40	15	36
	24%	21%	15%	22%	14%	21%	30%	16%	24%	28%	18%	22%
	100%	21%	8%	9%	4%	26%	26%	6%	21%	21%	8%	19%
Refused	18	5	1	1		4	8	2	3	1	2	2
	2%	3%	1%	1%		1%	5%	3%	2%	1%	2%	1%
	100%	28%	4%	3%		20%	46%	13%	15%	7%	11%	9%

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Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Definitely Kehoe	90	56	34	24	31	35	28	28	6	28	16	24	48	72	38	52	21	34	16	18
	11%	14%	9%	11%	11%	12%	15%	12%	6%	10%	13%	11%	11%	11%	9%	14%	11%	16%	8%	10%
	100%	62%	38%	27%	34%	39%	31%	31%	7%	30%	17%	26%	53%	80%	42%	57%	24%	38%	18%	19%
Probably Kehoe	107	51	56	29	34	44	23	29	16	40	22	29	53	82	51	55	23	29	29	26
	13%	12%	15%	13%	12%	14%	12%	12%	14%	15%	19%	13%	12%	12%	13%	14%	12%	14%	14%	15%
	100%	48%	52%	27%	32%	41%	21%	27%	15%	37%	21%	27%	49%	76%	48%	51%	21%	27%	27%	24%
Lean Kehoe	18	12	7	3	10	6	4	8	3	3	3	7	8	15	10	7	8	3	2	4
	2%	3%	2%	1%	3%	2%	2%	3%	3%	1%	2%	3%	2%	2%	3%	2%	4%	2%	1%	2%
	100%	64%	36%	14%	53%	33%	21%	43%	17%	19%	14%	37%	44%	82%	56%	40%	46%	19%	10%	21%
Definitely Ashcroft	60	35	26	10	22	29	12	23	4	22	4	12	44	55	29	30	13	21	16	9
	8%	8%	7%	5%	8%	9%	7%	10%	3%	8%	4%	6%	10%	8%	7%	8%	7%	10%	8%	5%
	100%	58%	42%	17%	36%	47%	20%	38%	6%	36%	7%	20%	72%	92%	49%	50%	22%	35%	27%	15%
Probably Ashcroft	133	62	71	36	37	60	25	37	20	51	15	36	81	117	68	62	30	29	38	33
	17%	15%	19%	17%	13%	20%	13%	16%	18%	19%	12%	16%	18%	18%	17%	16%	15%	14%	18%	20%
	100%	47%	53%	27%	28%	45%	19%	28%	15%	39%	11%	27%	61%	88%	51%	47%	23%	22%	28%	25%
Lean Ashcroft	19	12	7	4	9	6	6	6	1	6	2	8	9	17	9	9	5	7	5	2
	2%	3%	2%	2%	3%	2%	3%	2%	1%	2%	1%	4%	2%	3%	2%	2%	2%	3%	2%	1%
	100%	63%	37%	22%	47%	31%	32%	31%	6%	31%	9%	42%	49%	91%	50%	50%	26%	37%	24%	13%
Definitely Eigel	58	34	24	14	23	20	15	19	4	20	2	12	43	55	20	38	14	20	6	18
	7%	8%	6%	7%	8%	7%	8%	8%	4%	7%	2%	6%	10%	8%	5%	10%	7%	10%	3%	10%
	100%	59%	41%	25%	41%	35%	26%	32%	8%	34%	3%	21%	75%	95%	34%	66%	24%	35%	11%	31%
Probably Eigel	62	42	20	25	22	16	27	16	6	14	7	18	37	56	32	31	20	22	11	9
	8%	10%	5%	11%	8%	5%	14%	7%	5%	5%	6%	8%	8%	8%	8%	8%	10%	11%	5%	5%
	100%	68%	32%	39%	35%	25%	43%	25%	9%	23%	11%	29%	60%	89%	51%	49%	32%	36%	18%	14%
Lean Eigel	7	4	2	1	4	1	2	2		2		1	5	7	2	4	1	3	1	1
	1%	1%	1%	1%	1%	0%	1%	1%		1%		1%	1%	1%	1%	1%	1%	1%	0%	1%
	100%	65%	35%	22%	56%	22%	33%	32%		35%		22%	78%	100%	34%	66%	21%	44%	13%	22%
Definitely McClanahan	3		3		3				3		2		1	1	1	2			1	2
	0%		1%		1%				1%		2%		0%	0%	0%	0%			0%	1%
	100%		100%		100%				100%		69%		31%	31%	31%	69%			31%	69%
Probably McClanahan	5	3	2	2	2	1		3	2		2		2	2	1	4	1	2	1	2
	1%	1%	1%	1%	1%	0%		1%	2%		2%		0%	0%	0%	1%	0%	1%	0%	1%
	100%	51%	49%	33%	43%	24%		51%	49%		47%		43%	43%	27%	73%	11%	40%	17%	33%
Lean McClanahan	3	2	1	1		2		2	1		1		2	2		3		2		1
	0%	0%	0%	0%		1%		1%	1%		1%		0%	0%		1%		1%		1%
	100%	64%	36%	36%		64%		64%	36%		36%		64%	64%		100%		64%		36%
Definitely Gundel																				
Probably Gundel																				
Lean Gundel																				
Definitely Olson																				
Probably Olson	2	1	1		1	1		1	1				2	2	2		1		1	
	0%	0%	0%		0%	0%		1%	0%				0%	0%	0%		1%		0%	
	100%	69%	31%		31%	69%		69%	31%				100%	100%	100%		69%		31%	

Q11. If the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L. Grant, for whom would you vote? (2 of 2)

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Wom- en		18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Lean Olson	3	1	2	3			1		2		1	1	1	2	1	2	1			2
Definitely Wright	0%	0%	1%	1%			0%		2%		1%	1%	0%	0%	0%	1%	0%			1%
	100%	26%	74%	100%			26%		74%		34%	40%	26%	66%	26%	74%	26%			74%
Probably Wright	5	2	3		2	3		2	1	2	1	2	2	4	3	2	1	1	2	1
	1%	0%	1%		1%	1%		1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%
	100%	38%	62%		40%	60%		38%	27%	35%	25%	40%	35%	75%	55%	45%	14%	25%	41%	20%
Lean Wright																				
Definitely Thomsen																				
Probably Thomsen	2		2	2					2			2		2		2				2
	0%		0%	1%					1%			1%		0%		0%				1%
	100%		100%	100%					100%			100%		100%		100%				100%
Lean Thomsen	3	2	1	1	2		1	1		1	2		1	1	1	2		2	1	
	0%	0%	0%	0%	1%		0%	1%		0%	2%		0%	0%	0%	1%		1%	1%	
	100%	62%	38%	24%	76%		24%	38%		38%	62%		38%	38%	38%	62%		62%	38%	
Definitely Grant																				
Probably Grant																				
Lean Grant																				
Other	3	3		1		1	1	1				1		1	3		3			
	0%	1%		1%		0%	1%	1%				1%		0%	1%		1%			
	100%	100%		48%		52%	48%	52%				48%		48%	100%		100%			
Will Not Vote	5	2	4	1	2	3	1	1		4	2	3	1	3	3	2	1	1	3	1
	1%	0%	1%	0%	1%	1%	0%	1%		1%	2%	1%	0%	0%	1%	1%	0%	1%	1%	0%
	100%	34%	66%	11%	31%	58%	11%	24%		66%	40%	49%	11%	60%	62%	38%	11%	24%	51%	15%
Don't Know	194	82	112	54	69	71	36	47	42	70	36	60	93	153	123	69	51	30	72	38
	24%	20%	29%	25%	25%	23%	19%	20%	37%	26%	30%	28%	21%	23%	30%	18%	26%	14%	35%	22%
	100%	42%	58%	28%	36%	37%	18%	24%	21%	36%	18%	31%	48%	79%	63%	35%	26%	16%	37%	20%
Refused	18	12	6	5	8	4	6	5	2	4	1	1	14	15	8	6	4	4	4	2
	2%	3%	2%	2%	3%	1%	3%	2%	2%	2%	1%	1%	3%	2%	2%	1%	2%	2%	2%	1%
	100%	66%	34%	29%	47%	24%	36%	30%	10%	24%	4%	7%	77%	83%	47%	32%	23%	22%	24%	10%

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Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Definitely Kehoe	90	46	35	46	36	16	26	38	24	65	17	4
	11%	16%	8%	10%	12%	10%	12%	13%	11%	12%	15%	6%
	100%	51%	39%	50%	39%	17%	28%	42%	27%	72%	19%	4%
Probably Kehoe	107	39	56	59	41	20	27	39	30	73	13	11
	13%	13%	13%	13%	14%	12%	13%	13%	14%	13%	11%	19%
	100%	36%	52%	55%	39%	19%	25%	36%	28%	68%	12%	11%
Lean Kehoe	18	9	9	6	10	6	3	8	4	13	2	2
	2%	3%	2%	1%	4%	4%	1%	3%	2%	2%	2%	3%
	100%	47%	49%	32%	57%	33%	15%	42%	23%	73%	12%	11%
Definitely Ashcroft	60	17	41	37	17	7	13	22	15	45	9	2
	8%	6%	9%	8%	6%	4%	6%	8%	7%	8%	8%	4%
	100%	28%	67%	62%	27%	12%	22%	37%	25%	74%	15%	4%
Probably Ashcroft	133	46	67	83	42	35	46	38	37	96	15	12
	17%	16%	15%	18%	14%	21%	22%	13%	17%	17%	13%	20%
	100%	35%	50%	62%	31%	26%	35%	29%	28%	72%	11%	9%
Lean Ashcroft	19	7	11	9	9	4	4	7	7	12	6	1
	2%	3%	3%	2%	3%	3%	2%	2%	3%	2%	5%	2%
	100%	40%	60%	50%	50%	24%	24%	38%	36%	64%	31%	5%
Definitely Eigel	58	3	48	42	14	15	17	20	10	47	5	3
	7%	1%	11%	9%	5%	9%	8%	7%	5%	8%	4%	5%
	100%	5%	83%	72%	24%	26%	30%	34%	18%	82%	8%	6%
Probably Eigel	62	19	41	38	23	10	12	35	26	36	18	3
	8%	6%	9%	8%	8%	6%	6%	12%	12%	6%	15%	5%
	100%	30%	65%	61%	38%	17%	20%	56%	42%	58%	29%	5%
Lean Eigel	7	1	5	4	3		1	4	1	5	1	
	1%	0%	1%	1%	1%		0%	1%	1%	1%	1%	
	100%	21%	79%	54%	46%		13%	66%	22%	78%	22%	
Definitely McClanahan	3	2	1	3		1		2		3		
	0%	1%	0%	1%		1%		1%		0%		
	100%	69%	31%	100%		31%		69%		100%		
Probably McClanahan	5	4	1	2	4	2	1	3	2	3	1	2
	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%	3%
	100%	83%	17%	30%	70%	33%	11%	56%	47%	53%	14%	33%
Lean McClanahan	3	3		2	1	1		2	1	2		1
	0%	1%		0%	0%	1%		1%	0%	0%		2%
	100%	100%		64%	36%	36%		64%	36%	64%		36%
Definitely Gundel												
Probably Gundel												
Lean Gundel												
Definitely Olson												
Probably Olson	2	1	1	2			2			2		
	0%	0%	0%	0%			1%			0%		
	100%	69%	31%	100%			100%			100%		

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Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Lean Olson	3		3	2	1		1	1	3		1	2
Definitely Wright	0%		1%	0%	0%		0%	0%	1%		1%	4%
	100%		100%	74%	26%		26%	40%	100%		26%	74%
	5	4	1	4	1	2	1			5		
Probably Wright	1%	1%	0%	1%	0%	1%	1%			1%		
	100%	80%	20%	75%	25%	45%	27%			100%		
Lean Wright												
Definitely Thomsen												
	2	2			2			2	2			2
Probably Thomsen	0%	1%			1%			1%	1%			3%
	100%	100%			100%			100%	100%			100%
	3	2	1		3		1	1	2	1	1	
Lean Thomsen	0%	1%	0%		1%		1%	0%	1%	0%	1%	
	100%	62%	38%		100%		38%	24%	62%	38%	24%	
Definitely Grant												
Probably Grant												
Lean Grant												
	3	1	1	1	1	1		1	1	1		
Other	0%	0%	0%	0%	0%	1%		0%	1%	0%		
	100%	52%	48%	52%	48%	52%		48%	52%	48%		
	5	4	1	3	3	3	1		1	4	1	
Will Not Vote	1%	1%	0%	1%	1%	2%	1%		1%	1%	1%	
	100%	74%	26%	49%	51%	49%	24%		26%	74%	11%	
	194	74	102	103	74	38	54	66	52	139	25	15
Don't Know	24%	26%	24%	23%	26%	23%	25%	22%	23%	25%	22%	25%
	100%	38%	53%	53%	38%	20%	28%	34%	27%	72%	13%	8%
	18	5	11	4	4	3	4	6	3	11	2	1
Refused	2%	2%	3%	1%	1%	2%	2%	2%	1%	2%	2%	1%
	100%	30%	62%	24%	24%	16%	21%	33%	15%	59%	12%	3%



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Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Definitely Kehoe	90	77	14	50	65	25	39	47	4	86	51	64	57	45	20
	11%	12%	8%	14%	13%	9%	15%	10%	5%	12%	9%	13%	11%	13%	14%
	100%	85%	15%	55%	72%	28%	43%	52%	5%	95%	57%	82%	73%	57%	25%
Probably Kehoe	107	76	31	31	55	50	32	61	14	93	75	65	67	49	16
	13%	12%	17%	9%	11%	18%	12%	13%	17%	13%	14%	13%	13%	14%	11%
	100%	71%	29%	29%	51%	46%	30%	57%	13%	87%	70%	71%	73%	53%	18%
Lean Kehoe	18	14	4	6	12	6	6	11	1	17	12	13	13	9	4
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	3%	3%	3%	3%
	100%	79%	21%	31%	68%	32%	34%	60%	6%	94%	66%	78%	75%	53%	25%
Definitely Ashcroft	60	52	8	32	44	16	25	32	3	57	35	37	39	27	10
	8%	8%	5%	9%	9%	6%	10%	7%	4%	8%	6%	8%	8%	8%	7%
	100%	86%	14%	54%	73%	27%	42%	53%	5%	95%	58%	73%	78%	54%	20%
Probably Ashcroft	133	98	35	61	84	47	39	78	16	117	94	77	85	54	22
	17%	16%	20%	17%	16%	17%	15%	17%	20%	16%	17%	16%	17%	16%	15%
	100%	74%	26%	46%	63%	35%	29%	59%	12%	88%	71%	63%	70%	45%	18%
Lean Ashcroft	19	15	3	5	11	6	2	15	2	17	17	10	8	3	7
	2%	2%	2%	2%	2%	2%	1%	3%	3%	2%	3%	2%	2%	1%	5%
	100%	82%	18%	29%	59%	34%	11%	78%	11%	89%	89%	56%	44%	16%	40%
Definitely Eigel	58	52	6	33	45	12	26	31		58	31	38	46	34	4
	7%	8%	3%	9%	9%	5%	10%	7%		8%	6%	8%	9%	10%	3%
	100%	90%	10%	57%	79%	21%	45%	55%		100%	55%	73%	90%	66%	8%
Probably Eigel	62	45	17	33	45	18	24	28	10	52	38	34	43	28	6
	8%	7%	10%	9%	9%	6%	9%	6%	13%	7%	7%	7%	8%	8%	4%
	100%	72%	28%	53%	72%	28%	39%	44%	17%	83%	61%	60%	75%	49%	11%
Lean Eigel	7	6	1	3	4	2		7		7	7	3	3	1	2
	1%	1%	0%	1%	1%	1%		1%		1%	1%	1%	1%	0%	2%
	100%	89%	11%	45%	67%	33%		100%		100%	100%	45%	44%	11%	34%
Definitely McClanahan	3	1	2	1	1	2		1	2	1	3		1		
	0%	0%	1%	0%	0%	1%		0%	2%	0%	0%		0%		
	100%	31%	69%	31%	31%	69%		31%	69%	31%	100%		100%		
Probably McClanahan	5	3	2	2	2	3	1	4		5	4	3	4	2	1
	1%	0%	1%	0%	0%	1%	0%	1%		1%	1%	1%	1%	1%	1%
	100%	56%	44%	30%	41%	59%	14%	86%		100%	86%	63%	73%	47%	17%
Lean McClanahan	3	3		2	2	1	2	1		3	1	3	2	2	1
	0%	0%		1%	0%	0%	1%	0%		0%	0%	1%	0%	1%	1%
	100%	100%		64%	64%	36%	64%	36%		100%	36%	100%	64%	64%	36%
Definitely Gundel															
Probably Gundel															
Lean Gundel															
Definitely Olson															
Probably Olson	2	2			1	1		2		2	2		1		
	0%	0%			0%	0%		0%		0%	0%		0%		
	100%	100%			31%	69%		100%		100%	100%		100%		

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Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Lean Olson	3	2	1		2	1	1	2		3	2	3	3	3	
Definitely Wright	0%	0%	1%		0%	0%	0%	0%		0%	0%	1%	1%	1%	
	100%	60%	40%		66%	34%	26%	74%		100%	74%	100%	100%	100%	
Probably Wright	5	5		3	3	2	2	3		5	3	2	5	2	
	1%	1%		1%	1%	1%	1%	1%		1%	1%	0%	1%	1%	
	100%	100%		62%	62%	38%	35%	65%		100%	65%	35%	100%	35%	
Lean Wright															
Definitely Thomsen															
Probably Thomsen	2	2			2			2		2	2	2			2
	0%	0%			0%			0%		0%	0%	0%			1%
	100%	100%			100%			100%		100%	100%	100%			100%
Lean Thomsen	3	1	2	1	1	2	1		2	1	2	1			1
	0%	0%	1%	0%	0%	1%	0%		2%	0%	0%	0%			1%
	100%	38%	62%	38%	38%	62%	38%		62%	38%	62%	100%			100%
Definitely Grant															
Probably Grant															
Lean Grant															
Other	3	3			1	1	1	1		3	1	1			1
	0%	0%			0%	0%	1%	0%		0%	0%	0%			1%
	100%	100%			52%	48%	52%	48%		100%	48%	100%			100%
Will Not Vote	5	5	1	2	4	2	2	3	1	5	3	4	3	3	1
	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	100%	85%	15%	40%	66%	34%	39%	47%	15%	85%	61%	73%	58%	58%	15%
	194	146	49	77	117	72	50	117	26	168	144	114	117	73	41
Don't Know	24%	23%	28%	22%	23%	26%	19%	26%	32%	23%	27%	23%	23%	21%	28%
	100%	75%	25%	40%	60%	37%	26%	60%	14%	86%	74%	64%	66%	41%	23%
Refused	18	18		10	12	5	5	13		18	13	14	11	8	5
	2%	3%		3%	2%	2%	2%	3%		2%	2%	3%	2%	2%	4%
	100%	100%		56%	68%	26%	28%	72%		100%	72%	76%	64%	47%	29%

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Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Definitely Kehoe	90	90					86			1	2			76	42	20	38	20	16
	11%	42%					32%			2%	1%			29%	17%	13%	29%	25%	28%
	100%	100%					96%			1%	2%			84%	47%	22%	43%	22%	18%
Probably Kehoe	107	107					90	2	3	3	8			60	40	12	30	10	6
	13%	50%					34%	4%	2%	6%	3%			23%	16%	8%	22%	12%	11%
	100%	100%					85%	2%	3%	3%	8%			56%	38%	11%	28%	9%	6%
Lean Kehoe	18	18					17			1				9	4	2	3	1	
	2%	8%					6%			2%				4%	2%	1%	2%	1%	
	100%	100%					91%			4%				52%	22%	10%	15%	4%	
Definitely Ashcroft	60		60				11	26	8	3	12	11	35	13	24	10	8	5	5
	8%		28%				4%	40%	6%	6%	5%	15%	22%	5%	9%	7%	6%	6%	8%
	100%		100%				18%	43%	14%	4%	20%	18%	57%	21%	40%	16%	13%	8%	8%
Probably Ashcroft	133		133				31	24	10	4	63	31	110	21	41	6	13	5	4
	17%		63%				12%	37%	7%	8%	25%	42%	70%	8%	16%	4%	10%	6%	7%
	100%		100%				24%	18%	7%	3%	48%	24%	82%	16%	31%	5%	10%	3%	3%
Lean Ashcroft	19		19				5	6	1	1	5	5	13	3	5				
	2%		9%				2%	9%	1%	2%	2%	7%	8%	1%	2%				
	100%		100%				29%	32%	7%	5%	26%	29%	68%	18%	27%				
Definitely Eigel	58			58			3		54		1	3		22	21	45	12	20	12
	7%			46%			1%		37%		0%	4%		8%	8%	30%	9%	25%	21%
	100%			100%			5%		94%		1%	5%		38%	36%	78%	20%	35%	20%
Probably Eigel	62			62			3		57	1	1	3		23	23	33	14	15	10
	8%			49%			1%		39%	1%	0%	5%		9%	9%	22%	10%	18%	18%
	100%			100%			6%		92%	1%	2%	6%		36%	37%	53%	22%	24%	16%
Lean Eigel	7			7			2		4			2		1		3		1	
	1%			5%			1%		3%			3%		1%		2%		2%	
	100%			100%			32%		68%			32%		22%		46%		22%	
Definitely McClanahan	3				3					3				1	2	2			
	0%				10%					6%				0%	1%	1%			
	100%				100%					100%				31%	69%	69%			
Probably McClanahan	5				5					5					1	1			
	1%				18%					11%					0%	0%			
	100%				100%					100%					14%	14%			
Lean McClanahan	3				3		2		1			2		2	2		2		
	0%				11%		1%		2%			2%		1%	1%		1%		
	100%				100%		64%		36%			64%		64%	64%		64%		
Definitely Gundel																			
Probably Gundel																			
Lean Gundel																			
Definitely Olson																			
Probably Olson	2				2		1		1			1		1	2		1		
	0%				7%		0%		3%			1%		1%	1%		1%		
	100%				100%		31%		69%			31%		69%	100%		69%		

Q11. If the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L. Grant, for whom would you vote? (2 of 2)

Population Column % Row %	Initial Gubernatorial Ballot					Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard						
	Total	Kehoe	Ashcr-oft	Eigel	Other	Don't Know	Kehoe	Ashcr-oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr-oft	Eigel	Keh./Ash.	Keh./Eig.	All 3
Lean Olson	3				3					3									
Definitely Wright	0%				10%					6%									
	100%				100%					100%									
	5				5		1			4		1			3		1		
Probably Wright	1%				19%		1%			8%		2%			1%		1%		
	100%				100%		27%			73%		27%			65%		20%		
Lean Wright																			
Definitely Thomsen																			
Probably Thomsen	2				2					2									
	0%				5%					3%									
	100%				100%					100%									
Lean Thomsen	3				3					3					1				
	0%				11%					7%					0%				
	100%				100%					100%					38%				
Definitely Grant																			
Probably Grant																			
Lean Grant																			
Other	3				3		1			1					1		1		
	0%				9%		2%			3%					1%		1%		
	100%				100%		52%			48%					52%		48%		
Will Not Vote	5						1			1	1				3		1		
	1%						1%			3%	0%				1%		1%		
	100%						11%			24%	19%				59%		24%		
Don't Know	194				194		14	3	6	9	158	14		24	36	11	11	3	2
	24%				100%		5%	5%	4%	20%	62%	18%		9%	14%	7%	8%	4%	4%
	100%				100%		7%	2%	3%	5%	81%	7%		12%	19%	6%	5%	2%	1%
Refused	18						2	1	1		1	2		5	2	3	2	2	2
	2%						1%	2%	1%		0%	2%		2%	1%	2%	1%	2%	3%
	100%						11%	7%	7%		7%	11%		26%	10%	18%	10%	10%	10%

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Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Definitely Kehoe	90	86	1	42	34	53	18	21	53	37	76	17	19	11	29	6
	11%	23%	1%	9%	19%	11%	8%	30%	12%	16%	18%	10%	11%	16%	17%	5%
	100%	96%	1%	46%	38%	58%	20%	23%	58%	41%	84%	18%	21%	12%	32%	7%
Probably Kehoe	107	91	3	63	25	52	27	15	52	39	83	23	28	15	17	14
	13%	25%	4%	14%	14%	11%	12%	20%	12%	17%	20%	14%	16%	22%	10%	11%
	100%	85%	3%	59%	24%	48%	25%	14%	48%	36%	77%	22%	26%	14%	16%	13%
Lean Kehoe	18	14	2	14	5	10	6	2	10	8	16	7	2		4	4
	2%	4%	3%	3%	3%	2%	3%	3%	2%	4%	4%	5%	1%		2%	3%
	100%	76%	11%	75%	25%	53%	32%	13%	53%	45%	87%	41%	13%		22%	19%
Definitely Ashcroft	60	26	7	59		39	18	6	34	21	33	16	17	3	13	5
	8%	7%	9%	13%		8%	8%	9%	8%	9%	8%	10%	10%	4%	7%	4%
	100%	44%	11%	97%		64%	31%	11%	57%	35%	55%	27%	28%	4%	21%	9%
Probably Ashcroft	133	39	6	115	6	69	19	5	59	15	45	29	37	9	19	24
	17%	11%	8%	25%	3%	14%	8%	8%	13%	6%	11%	18%	21%	14%	11%	20%
	100%	29%	4%	87%	4%	52%	14%	4%	44%	11%	34%	22%	28%	7%	14%	18%
Lean Ashcroft	19	6	1	18		9	2	2	9	2	7	4	1	3	6	3
	2%	2%	2%	4%		2%	1%	3%	2%	1%	2%	2%	1%	4%	4%	2%
	100%	30%	7%	94%		48%	8%	11%	48%	12%	37%	19%	6%	15%	34%	16%
Definitely Eigel	58	23	20	27	26	55	54	1	52	40	41	11	3	2	16	11
	7%	6%	26%	6%	14%	11%	24%	1%	12%	17%	10%	7%	2%	4%	9%	9%
	100%	40%	34%	47%	44%	95%	94%	2%	90%	69%	70%	19%	6%	4%	27%	19%
Probably Eigel	62	30	11	29	22	59	52	2	48	35	39	12	12	3	16	10
	8%	8%	14%	6%	12%	12%	23%	2%	11%	15%	10%	8%	7%	5%	9%	8%
	100%	49%	17%	46%	35%	95%	84%	3%	77%	55%	62%	20%	19%	5%	25%	16%
Lean Eigel	7	3	1	5		5	5		4	2	2		2		2	2
	1%	1%	1%	1%		1%	2%		1%	1%	1%		1%		1%	2%
	100%	43%	11%	78%		78%	78%		65%	32%	32%		35%		32%	33%
Definitely McClanahan	3	1	2		3	3	1	2	3	3	3	2			1	
	0%	0%	2%		1%	1%	0%	3%	1%	1%	1%	1%			0%	
	100%	31%	69%		100%	100%	31%	69%	100%	100%	100%	69%			31%	
Probably McClanahan	5	2	1	3	2	3	2	1	3	3	3				5	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%				3%	0%
	100%	37%	14%	53%	47%	67%	37%	14%	67%	51%	51%				89%	11%
Lean McClanahan	3	2		2		3			3		2				3	
	0%	1%		0%		1%			1%		0%				2%	
	100%	64%		64%		100%			100%		64%				100%	
Definitely Gundel																
Probably Gundel																
Lean Gundel																
Definitely Olson																

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Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Probably Olson	2		2		2	2	1	1	2	2	2	2				
	0%		3%		1%	0%	0%	2%	0%	1%	0%	1%				
	100%		100%		100%	100%	31%	69%	100%	100%	100%	100%				
Lean Olson																
Definitely Wright	3	2		1		2	1		1		1				1	2
	0%	1%		0%		0%	0%		0%		0%				1%	2%
	100%	74%		40%		66%	26%		40%		40%				34%	66%
Probably Wright	5	1	1		5	3	2		1		2	1	2	1		1
	1%	0%	2%		3%	1%	1%		0%		0%	1%	1%	2%		1%
	100%	14%	25%		100%	61%	34%		27%		39%	27%	39%	20%		14%
Lean Wright																
Definitely Thomsen																
Probably Thomsen	2															2
	0%															1%
	100%															100%
Lean Thomsen	3		1	2	1	1	1				1	1		1		1
	0%		2%	1%	0%	0%	1%				0%	0%		2%		1%
	100%		38%	76%	24%	38%	38%				38%	24%		38%		38%
Definitely Grant																
Probably Grant																
Lean Grant																
Other	3		3	3		3		3	3	3	3		1			
	0%		3%	1%		1%		4%	1%	1%	1%		1%			
	100%		100%	100%		100%		100%	100%	100%	100%		52%			
Will Not Vote	5		1	1	4	2		2	2	1	1	1	1	1		2
	1%		2%	0%	2%	0%		3%	0%	1%	0%	0%	1%	2%		2%
	100%		24%	15%	74%	40%		40%	40%	24%	24%	15%	19%	24%		42%
Don't Know	194	39	13	73	44	103	17	8	93	17	49	35	48	14	33	34
	24%	11%	17%	16%	25%	21%	7%	11%	21%	7%	12%	21%	27%	22%	20%	28%
	100%	20%	7%	37%	22%	53%	9%	4%	48%	9%	25%	18%	25%	7%	17%	18%
Refused	18	3	1	4		17	4		16	2	2	3	1	3	2	2
	2%	1%	1%	1%		4%	2%		4%	1%	1%	2%	0%	4%	1%	2%
	100%	18%	5%	24%		97%	20%		90%	13%	13%	19%	5%	15%	11%	11%

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Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Definitely Kehoe	90	18	20	7	8	29	4	16	26	14	12	17
	11%	10%	19%	9%	13%	12%	3%	22%	15%	10%	15%	10%
	100%	20%	22%	8%	9%	32%	5%	18%	29%	16%	13%	19%
Probably Kehoe	107	28	20	6	6	36	11	19	32	8	9	27
	13%	15%	19%	8%	11%	15%	7%	26%	18%	6%	11%	17%
	100%	27%	19%	5%	6%	34%	11%	18%	30%	8%	8%	25%
Lean Kehoe	18	1	3	2		8	2	1	3	4	1	7
	2%	1%	2%	3%		3%	1%	1%	2%	3%	1%	4%
	100%	7%	14%	11%		44%	13%	6%	15%	22%	6%	38%
Definitely Ashcroft	60	21	14	1	2	15	18	3	10	14	6	9
	8%	11%	13%	2%	4%	6%	11%	4%	6%	10%	8%	6%
	100%	35%	24%	2%	4%	25%	30%	5%	17%	23%	10%	15%
Probably Ashcroft	133	36	11	16	7	36	26	10	28	32	19	17
	17%	19%	11%	21%	12%	15%	16%	14%	16%	23%	24%	10%
	100%	27%	9%	12%	5%	27%	20%	8%	21%	24%	15%	13%
Lean Ashcroft	19	3	4	1	2	5	12			1	4	2
	2%	2%	3%	1%	3%	2%	8%			1%	4%	1%
	100%	18%	20%	4%	8%	29%	67%			4%	19%	10%
Definitely Eigel	58	16	2	7	6	25	7	3	14	9	8	17
	7%	8%	2%	10%	10%	10%	4%	4%	8%	7%	10%	10%
	100%	28%	4%	13%	10%	43%	13%	5%	23%	16%	14%	29%
Probably Eigel	62	16	12	12	12	26	15	6	7	8	1	24
	8%	8%	11%	16%	20%	10%	9%	8%	4%	6%	1%	15%
	100%	25%	19%	19%	19%	41%	24%	10%	11%	13%	2%	39%
Lean Eigel	7	1		3	2	4	3				2	1
	1%	0%		4%	4%	1%	2%				3%	1%
	100%	13%		43%	34%	54%	46%				33%	21%
Definitely McClanahan	3		1				1			2		
	0%		1%				1%			1%		
	100%		31%				31%			69%		
Probably McClanahan	5	1			1	1	2	1		2		1
	1%	0%			2%	0%	1%	1%		1%		1%
	100%	17%			26%	17%	40%	11%		33%		17%
Lean McClanahan	3				3		1		2			
	0%				5%		1%		1%			
	100%				100%		36%		64%			
Definitely Gundel												
Probably Gundel												
Lean Gundel												
Definitely Olson												
Probably Olson	2								2			
	0%								1%			
	100%								100%			

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Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Lean Olson	3		1					1		2		
Definitely Wright	0%		1%					2%		1%		
	100%		40%					40%		60%		
	5	1	1	1		1	1		1	2	1	
Probably Wright	1%	1%	1%	1%		0%	1%		1%	1%	1%	
	100%	27%	14%	20%		14%	27%		25%	35%	14%	
Lean Wright												
Definitely Thomsen												
	2						2					
Probably Thomsen	0%						1%					
	100%						100%					
	3	1	1			2			1		1	1
Lean Thomsen	0%	1%	1%			1%			1%		1%	1%
	100%	38%	24%			62%			38%		24%	38%
Definitely Grant												
Probably Grant												
Lean Grant												
	3			1		1			1			1
Other	0%			2%		0%			1%			1%
	100%			48%		48%			52%			48%
	5			1	1		1		2	2		
Will Not Vote	1%			1%	1%		1%		1%	1%		
	100%			19%	15%		26%		40%	34%		
	194	41	16	17	8	51	50	12	41	40	15	36
Don't Know	24%	21%	15%	22%	14%	21%	30%	16%	24%	28%	18%	22%
	100%	21%	8%	9%	4%	26%	26%	6%	21%	21%	8%	19%
	18	5	1	1		4	8	2	3	1	2	2
Refused	2%	3%	1%	1%		1%	5%	3%	2%	1%	2%	1%
	100%	28%	4%	3%		20%	46%	13%	15%	7%	11%	9%



Q12. And who would be your second choice?

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total with First Choice	582	322	261	155	201	226	144	178	69	192	79	152	340	492	271	305	142	176	130	130
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	55%	45%	27%	35%	39%	25%	30%	12%	33%	14%	26%	58%	84%	47%	52%	24%	30%	22%	22%
Jay Ashcroft	130	89	41	42	41	46	48	41	10	31	13	39	75	114	60	69	38	51	23	18
	22%	28%	16%	27%	21%	20%	33%	23%	15%	16%	16%	26%	22%	23%	22%	23%	27%	29%	17%	14%
	100%	69%	31%	33%	32%	36%	37%	32%	8%	23%	10%	30%	57%	87%	46%	53%	29%	39%	17%	14%
Mike Kehoe	123	63	60	37	43	43	28	35	17	43	12	34	75	109	48	74	21	41	27	33
	21%	19%	23%	24%	21%	19%	19%	19%	24%	23%	15%	23%	22%	22%	18%	24%	15%	23%	21%	26%
	100%	51%	49%	30%	35%	35%	23%	28%	14%	35%	9%	28%	61%	89%	39%	61%	17%	34%	22%	27%
Bill Eigel	54	32	21	19	17	18	15	17	8	13	8	11	31	43	25	27	16	16	9	10
	9%	10%	8%	12%	8%	8%	10%	10%	12%	7%	11%	7%	9%	9%	9%	9%	11%	9%	7%	8%
	100%	61%	39%	35%	31%	34%	28%	33%	16%	24%	16%	21%	58%	79%	47%	50%	30%	30%	17%	19%
Amber Thomsen	26	12	14	5	11	10	4	7	4	11	12	4	11	15	13	14	5	7	8	7
	5%	4%	6%	3%	5%	5%	3%	4%	5%	6%	15%	2%	3%	3%	5%	4%	4%	4%	6%	5%
	100%	45%	55%	20%	42%	39%	17%	28%	14%	41%	44%	14%	41%	56%	49%	51%	20%	25%	29%	26%
Chris Wright	16	9	7	7	4	5	5	4	2	5	4		12	12	5	11	3	6	2	5
	3%	3%	3%	4%	2%	2%	4%	2%	2%	3%	5%		4%	3%	2%	4%	2%	3%	2%	4%
	100%	58%	42%	42%	28%	31%	32%	26%	10%	32%	24%		76%	76%	34%	66%	21%	37%	13%	29%
Robert James Olson	8	5	3	2	2	3	2	3	1	2	4		4	4	5	3	2	3	3	
	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	4%		1%	1%	2%	1%	1%	2%	2%	
	100%	60%	40%	30%	30%	40%	19%	41%	11%	28%	45%		55%	55%	59%	41%	19%	41%	40%	
Darrell Leon McClanahan III	8	3	4	1	4	3	1	2	2	3	3	1	3	4	3	5		3	3	2
	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%	4%	1%	1%	1%	1%	2%		2%	2%	1%
	100%	42%	58%	11%	47%	41%	11%	31%	24%	33%	42%	13%	46%	58%	36%	64%		42%	36%	22%
Jeremy Gundel	3	2	1	1	1	1	1	1		1		2		2	1	2	1	1		1
	1%	1%	1%	0%	0%	1%	0%	1%		1%		2%		0%	0%	1%	1%	0%		1%
	100%	53%	47%	23%	30%	47%	23%	30%		47%		77%		77%	30%	70%	30%	23%		47%
Darren L. Grant	3	2	1	1	2		1	1		1			3	3	1	1		1	1	
	1%	1%	0%	0%	1%		1%	1%		0%			1%	1%	0%	0%		0%	1%	
	100%	73%	27%	25%	75%		25%	49%		27%			100%	100%	27%	25%		25%	27%	
Don't Know	197	96	101	39	70	89	36	60	24	78	21	57	117	174	105	90	52	42	53	48
	34%	30%	39%	25%	35%	39%	25%	34%	35%	40%	27%	37%	34%	35%	39%	30%	37%	24%	41%	37%
	100%	49%	51%	20%	35%	45%	18%	30%	12%	39%	11%	29%	59%	88%	53%	46%	26%	21%	27%	24%
Prefer not to answer	15	8	6	2	6	7	4	5	2	5	3	4	8	12	5	10	3	5	1	5
	3%	3%	2%	1%	3%	3%	2%	3%	2%	3%	3%	2%	2%	2%	2%	3%	2%	3%	1%	4%
	100%	56%	44%	10%	39%	51%	24%	32%	10%	34%	18%	25%	56%	82%	31%	69%	23%	33%	8%	36%

Q12. And who would be your second choice?

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total with First Choice	582	207	321	339	208	120	156	222	166	410	88	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	35%	55%	58%	36%	21%	27%	38%	29%	70%	15%	8%
Jay Ashcroft	130	48	72	79	47	28	32	58	32	97	24	5
	22%	23%	23%	23%	23%	24%	21%	26%	19%	24%	27%	12%
	100%	37%	56%	61%	36%	22%	25%	44%	25%	74%	18%	4%
Mike Kehoe	123	42	69	78	36	19	35	52	41	82	20	13
	21%	20%	22%	23%	18%	16%	22%	23%	25%	20%	23%	29%
	100%	34%	56%	64%	30%	16%	28%	42%	33%	67%	16%	10%
Bill Eigel	54	16	31	20	29	8	23	16	19	31	12	6
	9%	8%	10%	6%	14%	6%	15%	7%	12%	8%	14%	13%
	100%	30%	58%	38%	55%	14%	43%	30%	36%	58%	22%	11%
Amber Thomsen	26	17	7	14	11	8	8	8	10	17	6	2
	5%	8%	2%	4%	5%	6%	5%	4%	6%	4%	7%	5%
	100%	65%	28%	52%	40%	29%	29%	29%	36%	64%	24%	9%
Chris Wright	16	8	9	8	8	6	3	6	2	14		2
	3%	4%	3%	2%	4%	5%	2%	3%	1%	3%		4%
	100%	47%	53%	48%	52%	38%	18%	38%	14%	86%		10%
Robert James Olson	8	2	3	3	4	5	2		3	5	2	
	1%	1%	1%	1%	2%	4%	1%		2%	1%	2%	
	100%	31%	39%	43%	57%	60%	25%		34%	66%	19%	
Darrell Leon McClanahan III	8	3	4	5	2	1	3	2	2	6		2
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%		4%
	100%	42%	58%	67%	22%	13%	34%	23%	24%	76%		24%
Jeremy Gundel	3	1	1	2	1		2	1	2	1		
	1%	1%	0%	0%	1%		1%	1%	1%	0%		
	100%	47%	30%	53%	47%		53%	47%	77%	23%		
Darren L. Grant	3	2	1	2	1	1		2		3		
	1%	1%	0%	0%	1%	1%		1%		1%		
	100%	73%	27%	51%	49%	49%		51%		100%		
Don't Know	197	57	118	123	58	43	42	71	53	142	23	13
	34%	28%	37%	36%	28%	36%	27%	32%	32%	35%	26%	30%
	100%	29%	60%	62%	30%	22%	21%	36%	27%	72%	12%	7%
Prefer not to answer	15	9	5	5	8	1	7	6	2	12	1	2
	3%	5%	2%	2%	4%	1%	4%	3%	1%	3%	1%	3%
	100%	64%	36%	37%	54%	5%	46%	39%	16%	84%	5%	10%

Q12. And who would be your second choice?

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total with First Choice	582	457	126	262	381	196	202	325	55	528	380	355	376	257	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	45%	65%	34%	35%	56%	9%	91%	65%	69%	73%	50%	19%
Jay Ashcroft	130	103	27	56	83	45	52	69	10	120	78	84	95	72	12
	22%	23%	22%	21%	22%	23%	26%	21%	18%	23%	21%	24%	25%	28%	12%
	100%	79%	21%	43%	64%	34%	40%	53%	7%	93%	60%	75%	86%	64%	11%
Mike Kehoe	123	92	30	53	84	38	43	63	17	106	80	67	83	51	16
	21%	20%	24%	20%	22%	20%	21%	19%	31%	20%	21%	19%	22%	20%	17%
	100%	75%	25%	43%	69%	31%	35%	51%	14%	86%	65%	61%	75%	46%	15%
Bill Eigel	54	48	6	27	37	16	22	29	3	51	31	31	33	20	10
	9%	10%	5%	10%	10%	8%	11%	9%	5%	10%	8%	9%	9%	8%	11%
	100%	89%	11%	51%	69%	31%	41%	54%	5%	95%	59%	70%	75%	46%	23%
Amber Thomsen	26	19	7	8	10	17	6	14	6	21	20	13	11	8	5
	5%	4%	6%	3%	3%	9%	3%	4%	10%	4%	5%	4%	3%	3%	5%
	100%	73%	27%	29%	36%	64%	24%	54%	22%	78%	76%	64%	57%	39%	25%
Chris Wright	16	13	3	9	10	6	5	11		16	11	9	13	7	2
	3%	3%	2%	3%	3%	3%	3%	3%		3%	3%	3%	3%	3%	2%
	100%	81%	19%	53%	62%	38%	34%	66%		100%	66%	61%	84%	48%	12%
Robert James Olson	8	7	1	4	5	3	2	4	1	7	6	3	2	1	2
	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	0%	2%
	100%	85%	15%	47%	58%	42%	28%	57%	15%	85%	72%	71%	48%	20%	52%
Darrell Leon McClanahan III	8	6	2	3	5	3	3	3	1	7	4	6	6	4	2
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	2%	2%
	100%	76%	24%	34%	64%	36%	42%	46%	13%	87%	58%	77%	76%	53%	24%
Jeremy Gundel	3	3		2	2	1	2	1		3	1	3	3	3	
	1%	1%		1%	1%	0%	1%	0%		1%	0%	1%	1%	1%	
	100%	100%		77%	77%	23%	77%	23%		100%	23%	100%	100%	100%	
Darren L. Grant	3	3		2	2	1		3		3	3	2			2
	1%	1%		1%	1%	0%		1%		1%	1%	0%			2%
	100%	100%		75%	75%	25%		100%		100%	100%	51%			51%
Don't Know	197	151	46	93	131	62	59	122	16	181	138	126	119	83	43
	34%	33%	37%	36%	35%	32%	29%	37%	29%	34%	36%	36%	32%	32%	44%
	100%	77%	23%	47%	67%	32%	30%	62%	8%	92%	70%	70%	66%	46%	24%
Prefer not to answer	15	11	3	6	11	3	6	6	2	12	8	11	11	8	4
	3%	2%	3%	2%	3%	2%	3%	2%	4%	2%	2%	3%	3%	3%	4%
	100%	77%	23%	43%	77%	23%	44%	42%	15%	85%	56%	78%	75%	53%	25%

Q12. And who would be your second choice?

Population Column % Row %	Initial Gubernatorial Ballot					Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard						
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total with First Choice	582	216	212	127	28		254	59	139	35	93	60	157	232	213	137	121	76	53
	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	37%	36%	22%	5%		44%	10%	24%	6%	16%	10%	27%	40%	37%	24%	21%	13%	9%
Jay Ashcroft	130	93		32	5		88	1	32	4	5	3		69	43	34	31	20	11
	22%	43%		25%	20%		35%	2%	23%	10%	5%	6%		30%	20%	25%	26%	26%	21%
	100%	71%		25%	4%		67%	1%	24%	3%	4%	3%		53%	33%	26%	24%	15%	9%
Mike Kehoe	123		76	44	2		41	23	43	3	12	41	55	40	49	37	25	19	16
	21%		36%	35%	7%		16%	39%	31%	8%	13%	69%	35%	17%	23%	27%	21%	25%	30%
	100%		62%	36%	2%		34%	19%	35%	2%	10%	34%	44%	33%	40%	30%	21%	15%	13%
Bill Eigel	54	24	29		1		24	6	15	1	8	4	23	26	24	13	14	9	6
	9%	11%	14%		4%		9%	10%	11%	3%	8%	6%	15%	11%	11%	9%	12%	12%	10%
	100%	44%	54%		2%		44%	11%	27%	2%	14%	7%	43%	48%	45%	24%	27%	17%	10%
Amber Thomsen	26	12	7	1	7		12	4	2	8	1	2	3	14	13	5	6	3	3
	5%	5%	3%	1%	24%		5%	7%	1%	23%	1%	3%	2%	6%	6%	4%	5%	4%	5%
	100%	45%	25%	5%	25%		45%	15%	6%	30%	4%	8%	10%	51%	48%	20%	22%	11%	11%
Chris Wright	16	3	5	5	4		4	2	5	4	1	1	2	3	4	6	1	1	1
	3%	1%	2%	4%	14%		2%	4%	4%	12%	1%	2%	1%	1%	2%	4%	1%	1%	2%
	100%	18%	28%	30%	23%		25%	14%	30%	27%	5%	7%	14%	17%	23%	36%	7%	7%	7%
Robert James Olson	8	1	1	3	4			1	2	5	1			2	4	1	2	1	1
	1%	0%	0%	2%	13%			1%	1%	13%	1%			1%	2%	1%	2%	1%	2%
	100%	11%	10%	32%	46%			10%	19%	57%	13%			24%	56%	13%	24%	13%	13%
Darrell Leon McClanahan III	8	5	2	1			5				3		2	3	5		2		
	1%	2%	1%	1%			2%				3%		1%	1%	2%		1%		
	100%	65%	24%	11%			65%				35%		24%	34%	65%		23%		
Jeremy Gundel	3			3			1		2			1		1	2	1	1	1	1
	1%			2%			1%		1%			2%		0%	1%	1%	1%	1%	1%
	100%			100%			47%		53%			47%		23%	53%	23%	23%	23%	23%
Darren L. Grant	3	2	1				1			1	1		1	1					
	1%	1%	1%				0%			2%	2%		1%	0%					
	100%	51%	49%				27%			25%	49%		49%	25%					
Don't Know	197	69	90	35	4		70	21	38	9	60	7	70	68	61	36	32	20	12
	34%	32%	42%	27%	13%		27%	36%	27%	24%	65%	12%	44%	29%	28%	26%	27%	26%	22%
	100%	35%	46%	18%	2%		35%	11%	19%	4%	30%	4%	35%	34%	31%	18%	16%	10%	6%
Prefer not to answer	15	8	2	3	2		8	1	3	2	1		1	8	9	4	7	3	3
	3%	4%	1%	2%	5%		3%	1%	2%	4%	1%		1%	3%	4%	3%	5%	4%	5%
	100%	56%	13%	20%	10%		56%	5%	20%	10%	8%		8%	53%	59%	30%	45%	19%	19%

Q12. And who would be your second choice?

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K/A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total with First Choice	582	327	61	382	130	369	207	61	336	208	357	125	125	49	134	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	56%	10%	66%	22%	63%	36%	10%	58%	36%	61%	21%	22%	8%	23%	14%
Jay Ashcroft	130	96	11	106	14	81	49	17	78	54	103	23	30	12	32	19
	22%	30%	18%	28%	11%	22%	24%	28%	23%	26%	29%	18%	24%	24%	24%	23%
	100%	74%	8%	82%	11%	62%	38%	13%	60%	41%	80%	17%	23%	9%	24%	15%
Mike Kehoe	123	81	4	94	18	87	55	8	84	52	84	27	27	11	30	19
	21%	25%	7%	25%	14%	24%	27%	13%	25%	25%	23%	22%	21%	22%	22%	23%
	100%	66%	4%	76%	14%	71%	45%	7%	68%	43%	68%	22%	22%	9%	24%	15%
Bill Eigel	54	37	4	41	9	43	33	3	38	30	39	12	15	6	9	9
	9%	11%	6%	11%	7%	12%	16%	5%	11%	14%	11%	10%	12%	12%	7%	11%
	100%	69%	7%	77%	17%	81%	62%	6%	71%	55%	73%	23%	27%	11%	17%	17%
Amber Thomsen	26	11	7	9	14	15	5	8	13	12	15	6	6	3	6	2
	5%	3%	11%	2%	11%	4%	2%	13%	4%	6%	4%	5%	4%	7%	4%	3%
	100%	41%	25%	33%	53%	56%	19%	31%	50%	45%	55%	22%	21%	13%	21%	9%
Chris Wright	16	6	4	9	6	12	7	4	9	7	9	3	2	1	7	4
	3%	2%	7%	2%	5%	3%	3%	7%	3%	4%	3%	2%	2%	1%	5%	5%
	100%	36%	27%	57%	37%	71%	44%	27%	58%	46%	56%	18%	12%	3%	40%	27%
Robert James Olson	8	1	3	4	2	3	2		2	1	4	1	1	1	3	2
	1%	0%	6%	1%	2%	1%	1%		1%	0%	1%	1%	1%	2%	2%	2%
	100%	13%	42%	54%	27%	39%	26%		24%	11%	56%	10%	16%	15%	34%	24%
Darrell Leon McClanahan III	8	5		3	3	6	4		5	3	4	3	2		3	
	1%	2%		1%	2%	2%	2%		1%	2%	1%	3%	1%		2%	
	100%	65%		43%	34%	77%	53%		66%	42%	53%	42%	23%		35%	
Jeremy Gundel	3	2	1	1	2	2	2		2	2	3	2				1
	1%	1%	1%	0%	1%	1%	1%		1%	1%	1%	2%				1%
	100%	77%	23%	47%	53%	70%	70%		70%	70%	100%	77%				23%
Darren L. Grant	3	1	1		2						2	1			1	1
	1%	0%	1%		1%						0%	1%			1%	1%
	100%	27%	25%		51%						51%	49%			25%	27%
Don't Know	197	80	25	109	54	113	46	18	99	44	87	42	41	15	40	23
	34%	24%	41%	29%	42%	31%	22%	29%	29%	21%	24%	33%	33%	31%	30%	29%
	100%	40%	13%	55%	28%	58%	23%	9%	50%	22%	44%	21%	21%	8%	20%	12%
Prefer not to answer	15	7	1	5	7	7	3	2	6	3	7	5	3		5	2
	3%	2%	2%	1%	5%	2%	1%	4%	2%	1%	2%	4%	2%		4%	2%
	100%	47%	9%	33%	45%	51%	20%	15%	40%	19%	45%	34%	18%		36%	12%

Q12. And who would be your second choice?

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spn.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total with First Choice	582	145	90	57	49	189	107	61	128	98	64	125
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	25%	15%	10%	8%	32%	18%	10%	22%	17%	11%	21%
Jay Ashcroft	130	24	27	16	16	40	16	24	30	20	16	24
	22%	17%	30%	28%	32%	21%	15%	40%	24%	20%	25%	19%
	100%	19%	21%	12%	12%	31%	12%	19%	23%	15%	12%	19%
Mike Kehoe	123	29	18	15	13	44	32	13	13	22	18	26
	21%	20%	20%	27%	26%	23%	30%	21%	10%	22%	28%	21%
	100%	24%	15%	13%	10%	35%	26%	10%	11%	18%	14%	21%
Bill Eigel	54	12	10	5	3	26	7	7	5	9	6	20
	9%	9%	11%	9%	6%	14%	7%	11%	4%	9%	10%	16%
	100%	23%	18%	9%	5%	48%	14%	12%	9%	16%	12%	36%
Amber Thomsen	26	6	6	1	2	8	5	2	6	5	1	7
	5%	4%	7%	1%	3%	4%	5%	3%	4%	6%	2%	5%
	100%	22%	23%	2%	6%	31%	20%	7%	21%	21%	5%	26%
Chris Wright	16	4	2	2	1	1	3	1	6	6		1
	3%	2%	2%	3%	3%	0%	3%	2%	4%	6%		0%
	100%	22%	13%	10%	8%	3%	21%	7%	35%	34%		3%
Robert James Olson	8	3			2	1			3	3		1
	1%	2%			3%	1%			3%	3%		1%
	100%	39%			19%	15%			42%	43%		15%
Darrell Leon McClanahan III	8	3	1			2	3		2	1		2
	1%	2%	1%			1%	2%		1%	1%		2%
	100%	42%	13%			31%	35%		22%	11%		31%
Jeremy Gundel	3	1	1	1			1	1	1			
	1%	1%	2%	1%			1%	1%	1%			
	100%	30%	47%	23%			47%	23%	30%			
Darren L. Grant	3	1		1					2	1		
	1%	1%		1%					2%	1%		
	100%	49%		25%					75%	25%		
Don't Know	197	59	23	14	12	64	37	11	56	29	20	43
	34%	41%	25%	24%	25%	34%	35%	19%	44%	29%	32%	35%
	100%	30%	12%	7%	6%	32%	19%	6%	29%	14%	10%	22%
Prefer not to answer	15	2	2	3	1	4	2	2	4	3	2	1
	3%	1%	2%	6%	3%	2%	2%	3%	3%	3%	4%	1%
	100%	13%	15%	23%	9%	24%	16%	14%	24%	22%	16%	8%

Q23. Now knowing what you do, if the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L Grant, for whom would you vote? (Summary Table)

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Total Kehoe	269	149	120	69	95	104	66	83	36	84	40	74	149	223	122	146	67	81	55	64
	34%	36%	31%	32%	34%	34%	35%	36%	32%	31%	34%	34%	33%	34%	30%	38%	34%	38%	26%	38%
	100%	55%	45%	26%	35%	39%	24%	31%	13%	31%	15%	28%	55%	83%	45%	54%	25%	30%	20%	24%
Total Eigel	147	93	54	46	61	40	48	45	12	42	8	38	100	137	64	83	41	51	23	31
	18%	22%	14%	21%	22%	13%	26%	19%	11%	15%	6%	17%	22%	21%	16%	22%	21%	24%	11%	18%
	100%	63%	37%	31%	41%	28%	33%	31%	8%	28%	5%	26%	68%	94%	44%	56%	28%	35%	16%	21%
Total Ashcroft	64	35	30	16	17	31	14	21	6	24	9	13	42	55	29	36	13	21	15	15
	8%	8%	8%	8%	6%	10%	7%	9%	5%	9%	7%	6%	9%	8%	7%	9%	7%	10%	7%	9%
	100%	54%	46%	25%	26%	49%	21%	33%	9%	37%	13%	20%	65%	85%	44%	56%	21%	33%	23%	23%
Total Thomsen	12	5	7	3	5	4	1	4	3	5	6	2	4	6	6	7	1	4	5	3
	2%	1%	2%	2%	2%	1%	0%	2%	2%	2%	5%	1%	1%	1%	1%	2%	0%	2%	2%	2%
	100%	39%	61%	28%	39%	33%	6%	32%	21%	40%	46%	20%	33%	54%	46%	54%	6%	33%	40%	21%
Total Wright	9	4	5	3	1	5	1	3	2	3	3	3	3	6	5	4	2	1	2	3
	1%	1%	1%	1%	0%	2%	0%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%
	100%	41%	59%	32%	8%	60%	8%	33%	24%	35%	31%	30%	39%	69%	50%	50%	27%	14%	24%	35%
Total McClanahan	8	3	5	2	5	1		3	2	3	3	1	3	4	3	5	1	1	2	3
	1%	1%	1%	1%	2%	0%		1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	2%
	100%	33%	67%	22%	63%	16%		33%	33%	35%	46%	16%	39%	54%	37%	63%	16%	17%	22%	46%
Total Olson	6	3	3	1	1	4		3	1	2	3		2	2	5	1	2	1	3	
	1%	1%	1%	0%	0%	1%		1%	1%	1%	3%		0%	0%	1%	0%	1%	1%	1%	
	100%	52%	48%	15%	20%	66%		52%	15%	33%	54%		37%	37%	79%	21%	31%	21%	48%	
Total Grant	2	2		1		1	1	1				1	1	2	1	1	1	1		
	0%	0%		0%		0%	0%	1%				1%	0%	0%	0%	0%	1%	0%		
	100%	100%		38%		62%	38%	62%				62%	38%	100%	62%	38%	62%	38%		
Total Gundel	1	1				1		1				1		1		1		1		
	0%	0%				0%		0%				0%		0%		0%		0%		
	100%	100%			100%			100%				100%		100%		100%		100%		
Other	7	4	4	1	1	6	1	2		4		4	3	7	6	1	4		3	1
	1%	1%	1%	1%	0%	2%	1%	1%		1%		2%	1%	1%	2%	0%	2%		1%	1%
	100%	47%	53%	16%	10%	74%	16%	31%		53%		55%	45%	100%	87%	13%	47%		40%	13%
Will Not Vote	4	2	3		4	1		2		3	2	2		2	3	2	1	1	2	1
	1%	0%	1%		1%	0%		1%		1%	1%	1%		0%	1%	0%	1%	0%	1%	0%
	100%	43%	57%		81%	19%		43%		57%	37%	37%		37%	65%	35%	27%	16%	39%	18%
Don't Know	253	109	145	69	85	100	50	58	49	95	44	73	130	204	157	90	61	43	96	48
	32%	26%	38%	32%	30%	33%	27%	25%	44%	35%	37%	34%	29%	31%	39%	24%	31%	20%	46%	28%
	100%	43%	57%	27%	33%	39%	20%	23%	19%	38%	17%	29%	52%	80%	62%	36%	24%	17%	38%	19%
Refused	17	10	7	4	7	6	6	4	1	6	1	4	9	13	6	6	2	4	4	2
	2%	2%	2%	2%	2%	2%	3%	2%	0%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%
	100%	59%	41%	25%	41%	34%	34%	25%	3%	38%	4%	23%	55%	78%	38%	35%	13%	24%	25%	11%

Q23. Now knowing what you do, if the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L Grant, for whom would you vote? (Summary Table)

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Total Kehoe	269	109	136	149	98	47	76	109	82	183	39	23
	34%	38%	31%	33%	34%	29%	35%	37%	37%	32%	34%	39%
	100%	40%	51%	56%	36%	18%	28%	41%	30%	68%	14%	9%
Total Eigel	147	26	108	92	48	27	42	66	41	105	28	8
	18%	9%	25%	21%	17%	17%	20%	22%	19%	19%	24%	13%
	100%	18%	74%	63%	33%	19%	29%	45%	28%	72%	19%	5%
Total Ashcroft	64	27	34	39	23	10	16	23	18	47	11	4
	8%	9%	8%	9%	8%	6%	8%	8%	8%	8%	9%	7%
	100%	43%	52%	61%	36%	16%	25%	36%	27%	73%	17%	6%
Total Thomsen	12	7	4	4	8	3	4	4	6	6	1	3
	2%	2%	1%	1%	3%	2%	2%	1%	3%	1%	1%	6%
	100%	59%	32%	37%	63%	26%	37%	32%	51%	49%	12%	29%
Total Wright	9	3	6	7	2	3	2	2	3	6	1	2
	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	4%
	100%	31%	69%	77%	23%	32%	18%	23%	38%	62%	8%	24%
Total McClanahan	8	6	2	3	3	2	1	4	2	6		2
	1%	2%	0%	1%	1%	2%	1%	1%	1%	1%		3%
	100%	78%	22%	46%	39%	33%	16%	52%	22%	78%		22%
Total Olson	6	4	1	3	3	2	3			6		
	1%	2%	0%	1%	1%	1%	1%			1%		
	100%	72%	13%	50%	50%	28%	52%			100%		
Total Grant	2	1	1	2				1		2		
	0%	0%	0%	0%				0%		0%		
	100%	38%	62%	100%				38%		100%		
Total Gundel	1	1			1			1		1		
	0%	0%			0%			0%		0%		
	100%	100%			100%			100%		100%		
Other	7	3	4	3	5	2	1	1	1	7	1	
	1%	1%	1%	1%	2%	1%	1%	0%	0%	1%	1%	
	100%	40%	60%	34%	66%	24%	20%	16%	11%	89%	11%	
Will Not Vote	4	2	2	2	3	2			1	3		
	1%	1%	0%	0%	1%	1%			0%	1%		
	100%	55%	45%	37%	63%	37%			19%	65%		
Don't Know	253	96	128	137	93	62	66	78	66	182	32	17
	32%	33%	29%	31%	32%	38%	31%	26%	30%	32%	28%	29%
	100%	38%	50%	54%	37%	25%	26%	31%	26%	72%	13%	7%
Refused	17	4	10	6	2	3	2	5	3	10	2	1
	2%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%
	100%	26%	58%	38%	12%	17%	11%	27%	16%	60%	13%	3%



Q23. Now knowing what you do, if the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L Grant, for whom would you vote? (Summary Table)

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Total Kehoe	269	213	56	115	169	97	89	157	23	246	180	174	170	121	54
	34%	34%	32%	33%	33%	35%	34%	34%	28%	34%	33%	36%	34%	35%	37%
	100%	79%	21%	43%	63%	36%	33%	58%	9%	91%	67%	73%	71%	50%	22%
Total Eigel	147	121	26	78	106	41	62	73	12	135	85	92	106	76	16
	18%	19%	15%	22%	21%	15%	24%	16%	15%	19%	16%	19%	21%	22%	11%
	100%	82%	18%	53%	72%	28%	42%	49%	8%	92%	58%	70%	80%	57%	12%
Total Ashcroft	64	55	10	30	41	23	26	32	7	58	38	36	43	29	8
	8%	9%	6%	9%	8%	8%	10%	7%	8%	8%	7%	7%	8%	8%	5%
	100%	85%	15%	47%	63%	35%	41%	49%	10%	90%	59%	66%	77%	52%	14%
Total Thomsen	12	8	4	4	9	3	4	6	2	10	8	10	4	4	5
	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	4%
	100%	66%	34%	36%	71%	29%	36%	48%	15%	85%	64%	100%	46%	46%	54%
Total Wright	9	7	2	4	6	3	4	5		9	5	6	8	6	
	1%	1%	1%	1%	1%	1%	2%	1%		1%	1%	1%	2%	2%	
	100%	81%	19%	40%	67%	33%	48%	52%		100%	52%	72%	94%	72%	
Total McClanahan	8	4	3	3	3	5		6	2	6	8	2	5	2	1
	1%	1%	2%	1%	1%	2%		1%	2%	1%	1%	1%	1%	0%	1%
	100%	54%	46%	37%	37%	63%		76%	24%	76%	100%	43%	86%	28%	14%
Total Olson	6	4	2	1	2	4	1	4	1	5	5	3	2	2	1
	1%	1%	1%	0%	0%	2%	0%	1%	1%	1%	1%	1%	0%	1%	1%
	100%	71%	29%	21%	30%	70%	21%	59%	20%	80%	79%	85%	61%	61%	23%
Total Grant	2	2		1	1	1		2		2	2	2			2
	0%	0%		0%	0%	0%		0%		0%	0%	0%			1%
	100%	100%		62%	62%	38%		100%		100%	100%	100%			100%
Total Gundel	1	1		1	1		1			1					
	0%	0%		0%	0%		0%			0%					
	100%	100%		100%	100%		100%			100%					
Other	7	6	2	4	4	3	3	3	2	6	5	5	5	3	3
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
	100%	76%	24%	51%	60%	40%	34%	43%	24%	76%	66%	70%	63%	34%	37%
Will Not Vote	4	3	2	2	3	2	2	1	2	3	2	3	3	2	1
	1%	0%	1%	1%	1%	1%	1%	0%	2%	0%	0%	1%	1%	1%	1%
	100%	65%	35%	47%	65%	35%	45%	20%	35%	65%	55%	63%	61%	45%	18%
Don't Know	253	186	68	98	156	89	62	160	31	222	191	141	151	91	49
	32%	30%	39%	28%	30%	32%	24%	35%	38%	31%	35%	29%	30%	27%	34%
	100%	73%	27%	39%	61%	35%	25%	63%	12%	88%	75%	61%	66%	40%	22%
Refused	17	15	2	9	13	4	5	11	1	16	12	12	10	7	5
	2%	2%	1%	3%	3%	1%	2%	2%	1%	2%	2%	2%	2%	2%	3%
	100%	91%	9%	53%	78%	22%	30%	64%	6%	94%	70%	72%	61%	41%	31%

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Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Total Kehoe	269	194	48	8	4	14	269					76	48	162	106	37	80	33	25
	34%	90%	23%	7%	14%	7%	100%					100%	31%	62%	42%	24%	60%	41%	44%
	100%	72%	18%	3%	1%	5%	100%					28%	18%	60%	39%	14%	30%	12%	9%
Total Eigel	147	3	20	116		6			147				20	46	47	83	26	35	21
	18%	1%	9%	92%		3%			100%				13%	18%	18%	54%	19%	43%	36%
	100%	2%	14%	79%		4%			100%				14%	32%	32%	57%	18%	24%	14%
Total Ashcroft	64	2	56		1	3		64						10	34	12	8	5	5
	8%	1%	26%		5%	2%		100%						4%	13%	8%	6%	6%	8%
	100%	4%	86%		2%	5%		100%						15%	53%	19%	13%	7%	7%
Total Thomsen	12	1	3	1	5	2			12				3	2	3	1			
	2%	0%	1%	0%	19%	1%			27%				2%	1%	1%	0%			
	100%	9%	24%	5%	43%	19%			100%				24%	19%	22%	6%			
Total Wright	9		1		7	2			9				1		4	1			
	1%		0%		24%	1%			20%				0%		1%	1%			
	100%		6%		74%	20%			100%				6%		42%	12%			
Total McClanahan	8				6	1			8					1	2	2			
	1%				23%	1%			17%					0%	1%	1%			
	100%				84%	16%			100%					11%	24%	24%			
Total Olson	6	2			3				6					3	4	1	2		
	1%	1%			11%				13%					1%	1%	1%	2%		
	100%	28%			51%				100%					50%	58%	21%	37%		
Total Grant	2	1	1						2				1	2	1		1		
	0%	0%	1%						4%				1%	1%	0%		1%		
	100%	38%	62%						100%				62%	100%	62%		62%		
Total Gundel	1	1							1					1	1		1		
	0%	0%							2%					0%	0%		1%		
	100%	100%							100%					100%	100%		100%		
Other	7		3		1	4			7				3	2	3	2	2	1	1
	1%		1%		4%	2%			16%				2%	1%	1%	1%	1%	1%	1%
	100%		35%		16%	49%			100%				35%	26%	37%	26%	26%	10%	10%
Will Not Vote	4					2								1	1				
	1%					1%								0%	0%				
	100%					43%								16%	20%				
Don't Know	253	10	81	2		158					253		81	27	48	11	11	6	4
	32%	5%	38%	2%		81%					100%		51%	10%	19%	7%	8%	8%	7%
	100%	4%	32%	1%		62%					100%		32%	11%	19%	4%	4%	3%	2%
Refused	17	2	1			2							1	4	2	2	2	2	2
	2%	1%	0%			1%							1%	1%	1%	2%	1%	2%	3%
	100%	11%	6%			11%							6%	22%	11%	14%	11%	11%	11%

Q23. Now knowing what you do, if the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L Grant, for whom would you vote? (Summary Table)

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Total Kehoe	269	225	8	169	62	149	65	39	148	98	205	67	55	25	66	33
	34%	61%	11%	37%	35%	30%	28%	55%	33%	43%	50%	40%	32%	38%	39%	28%
	100%	84%	3%	63%	23%	55%	24%	15%	55%	37%	76%	25%	21%	9%	25%	12%
Total Eigel	147	63	32	79	48	135	122	4	114	82	90	26	26	12	32	26
	18%	17%	42%	17%	27%	28%	53%	6%	25%	36%	22%	16%	15%	18%	19%	21%
	100%	43%	22%	54%	33%	92%	83%	3%	78%	56%	62%	18%	18%	8%	22%	18%
Total Ashcroft	64	23	10	59	3	35	10	11	34	17	32	10	20	6	13	8
	8%	6%	12%	13%	2%	7%	4%	15%	8%	7%	8%	6%	11%	9%	8%	7%
	100%	35%	15%	92%	5%	55%	15%	17%	52%	26%	50%	16%	31%	9%	20%	13%
Total Thomsen	12	3	2	4	4	3	2	1	2	1	5	2	4		6	
	2%	1%	3%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%		4%	
	100%	23%	16%	35%	36%	29%	14%	6%	19%	10%	40%	13%	37%		51%	
Total Wright	9	3	2	2	6	5	3	1	2	1	4		3	2	1	3
	1%	1%	3%	0%	3%	1%	2%	1%	0%	0%	1%		2%	2%	1%	2%
	100%	32%	25%	19%	62%	57%	38%	6%	23%	10%	46%		32%	18%	11%	29%
Total McClanahan	8	2	2	2	4	6	2	2	6	4	4	2	1		5	
	1%	1%	2%	0%	2%	1%	1%	3%	1%	2%	1%	1%	1%		3%	
	100%	28%	24%	28%	56%	78%	28%	24%	78%	52%	52%	24%	16%		61%	
Total Olson	6	1	5	2	4	4	1	3	4	4	5	1		3		1
	1%	0%	6%	0%	2%	1%	1%	4%	1%	2%	1%	1%		5%		1%
	100%	22%	78%	29%	58%	67%	24%	43%	67%	67%	87%	22%		54%		24%
Total Grant	2	1	1	1	1	1	1		1	1	2	1			1	
	0%	0%	1%	0%	0%	0%	1%		0%	1%	0%	1%			0%	
	100%	62%	38%	62%	38%	62%	62%		62%	62%	100%	62%			38%	
Total Gundel	1	1			1	1		1	1	1	1	1				
	0%	0%			1%	0%		1%	0%	0%	0%	1%				
	100%	100%			100%	100%		100%	100%	100%	100%	100%				
Other	7	2	2	6	1	3	1	1	3	2	4	3	2			1
	1%	1%	3%	1%	0%	1%	0%	2%	1%	1%	1%	2%	1%			1%
	100%	26%	27%	78%	11%	36%	10%	16%	36%	26%	53%	39%	33%			13%
Will Not Vote	4		1	1	2	3		2	3	1	1	2				2
	1%		1%	0%	1%	1%		2%	1%	0%	0%	1%				1%
	100%		16%	18%	55%	63%		37%	63%	16%	16%	35%				39%
Don't Know	253	41	12	131	42	130	19	7	115	13	52	48	61	18	44	44
	32%	11%	15%	28%	23%	26%	8%	10%	26%	6%	13%	29%	35%	26%	26%	36%
	100%	16%	5%	52%	16%	51%	7%	3%	46%	5%	20%	19%	24%	7%	17%	17%
Refused	17	4	1	5		15	2	1	15	3	4	3	2	1	2	3
	2%	1%	1%	1%		3%	1%	1%	3%	1%	1%	2%	1%	2%	1%	2%
	100%	22%	5%	27%		91%	13%	3%	91%	17%	23%	15%	11%	8%	11%	15%

Q23. Now knowing what you do, if the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L Grant, for whom would you vote? (Summary Table)

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Total Kehoe	269	61	45	23	18	88	39	39	70	33	28	60
	34%	32%	42%	31%	31%	36%	23%	52%	40%	23%	35%	37%
	100%	23%	17%	9%	7%	33%	14%	15%	26%	12%	10%	22%
Total Eigel	147	39	18	21	21	61	35	11	22	18	16	45
	18%	21%	16%	28%	37%	25%	21%	15%	13%	12%	20%	28%
	100%	27%	12%	14%	15%	42%	24%	8%	15%	12%	11%	31%
Total Ashcroft	64	14	13	3	4	12	21	6	14	12	6	6
	8%	7%	12%	3%	7%	5%	12%	8%	8%	9%	7%	4%
	100%	22%	19%	4%	6%	19%	32%	9%	21%	19%	9%	9%
Total Thomsen	12	3	2	1	1	2	5	1	2	2	1	1
	2%	2%	2%	2%	2%	1%	3%	1%	1%	1%	1%	1%
	100%	26%	14%	11%	9%	19%	40%	9%	18%	14%	6%	12%
Total Wright	9	2	2	1		1		1	3	4	1	1
	1%	1%	2%	1%		1%		2%	2%	2%	1%	0%
	100%	20%	21%	12%		14%		13%	34%	39%	8%	6%
Total McClanahan	8	1	1		1	1	2		1	3		1
	1%	0%	1%		2%	0%	1%		1%	2%		1%
	100%	11%	11%		17%	11%	28%		16%	46%		11%
Total Olson	6	1				1		1	4			1
	1%	0%				0%		1%	2%			1%
	100%	13%				20%		9%	71%			20%
Total Grant	2			1					1	1		
	0%			1%					1%	1%		
	100%			38%					62%	38%		
Total Gundel	1		1			1					1	
	0%		1%			0%					1%	
	100%		100%			100%					100%	
Other	7	2		3		2		1	2	3	1	1
	1%	1%		4%		1%		2%	1%	2%	1%	1%
	100%	23%		37%		26%		17%	23%	34%	10%	16%
Will Not Vote	4	1			1	1	2		1	1	1	
	1%	1%			1%	0%	1%		1%	1%	1%	
	100%	27%			19%	16%	45%		20%	18%	16%	
Don't Know	253	61	25	22	10	70	53	12	53	65	25	45
	32%	32%	24%	29%	18%	29%	32%	16%	30%	46%	31%	28%
	100%	24%	10%	9%	4%	28%	21%	5%	21%	26%	10%	18%
Refused	17	6	1	1	1	2	10	2	1	1	2	1
	2%	3%	1%	1%	2%	1%	6%	3%	1%	1%	2%	0%
	100%	34%	4%	3%	8%	13%	59%	13%	8%	6%	10%	3%

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Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Definitely Kehoe	121	72	49	29	40	53	33	40	10	38	20	29	69	98	50	70	28	43	22	26
	15%	17%	13%	13%	14%	17%	18%	17%	9%	14%	17%	14%	15%	15%	12%	18%	14%	21%	11%	15%
	100%	60%	40%	24%	33%	44%	27%	33%	9%	32%	17%	24%	57%	81%	41%	57%	23%	36%	18%	22%
Probably Kehoe	117	64	54	31	42	45	27	37	17	37	18	32	65	97	60	57	33	31	28	26
	15%	15%	14%	14%	15%	15%	14%	16%	15%	14%	15%	15%	14%	15%	15%	15%	17%	15%	13%	15%
	100%	54%	46%	26%	36%	38%	23%	32%	14%	31%	15%	28%	55%	83%	51%	49%	28%	27%	23%	22%
Lean Kehoe	31	13	18	10	14	7	6	7	9	9	2	13	16	28	12	19	6	7	5	12
	4%	3%	5%	5%	5%	2%	3%	3%	8%	3%	2%	6%	4%	4%	3%	5%	3%	3%	3%	7%
	100%	43%	57%	33%	45%	22%	20%	22%	28%	29%	7%	41%	52%	93%	38%	62%	21%	22%	17%	40%
Definitely Ashcroft	26	13	14	8	8	10	9	4	2	12	3	4	19	23	13	13	5	8	9	5
	3%	3%	4%	4%	3%	3%	5%	2%	1%	4%	3%	2%	4%	3%	3%	3%	2%	4%	4%	3%
	100%	48%	52%	32%	29%	40%	33%	16%	6%	46%	13%	15%	72%	87%	51%	49%	18%	30%	33%	18%
Probably Ashcroft	32	16	16	7	8	17	5	12	4	12	5	7	20	28	11	22	5	12	6	10
	4%	4%	4%	3%	3%	5%	3%	5%	4%	4%	4%	3%	5%	4%	3%	6%	2%	6%	3%	6%
	100%	51%	49%	22%	26%	51%	14%	36%	14%	36%	15%	23%	62%	85%	34%	66%	14%	36%	20%	30%
Lean Ashcroft	6	6		1	1	4	1	5			1	1	3	4	4	2	4	2		
	1%	1%		0%	0%	1%	0%	2%			0%	1%	1%	1%	1%	0%	2%	1%		
	100%	100%		10%	14%	76%	10%	90%			9%	23%	46%	69%	72%	28%	72%	28%		
Definitely Eigel	66	40	26	17	29	20	19	21	5	22	3	13	49	62	26	41	16	24	10	17
	8%	10%	7%	8%	10%	7%	10%	9%	4%	8%	3%	6%	11%	9%	6%	11%	8%	11%	5%	10%
	100%	60%	40%	26%	43%	31%	28%	32%	7%	33%	5%	20%	74%	94%	39%	61%	24%	36%	15%	25%
Probably Eigel	69	45	24	25	28	16	25	20	7	16	4	20	44	64	33	36	23	23	11	13
	9%	11%	6%	12%	10%	5%	14%	9%	7%	6%	4%	9%	10%	10%	8%	10%	11%	11%	5%	8%
	100%	66%	34%	37%	40%	23%	37%	29%	11%	24%	6%	29%	64%	92%	48%	52%	32%	33%	15%	19%
Lean Eigel	11	7	4	3	4	4	4	4		4		5	6	11	5	6	3	5	3	1
	1%	2%	1%	1%	1%	1%	2%	2%		1%		2%	1%	2%	1%	1%	1%	2%	1%	1%
	100%	66%	34%	28%	37%	35%	33%	33%		34%		43%	57%	100%	48%	52%	24%	42%	24%	10%
Definitely McClanahan	2	1	1		2			1	1				2	2	1	1		1	1	
	0%	0%	0%		1%			1%	1%				0%	0%	0%	0%		1%	0%	
	100%	61%	39%		100%			61%	39%				100%	100%	39%	61%		61%	39%	
Probably McClanahan	4		4	2	3				2	3	3		1	1	1	3			1	3
	1%		1%	1%	1%				1%	1%	3%		0%	0%	0%	1%			0%	2%
	100%		100%	38%	62%				38%	62%	81%		19%	19%	19%	81%			19%	81%
Lean McClanahan	1	1				1		1				1		1	1		1			
	0%	0%				0%		1%				1%		0%	0%		1%			
	100%	100%			100%			100%				100%		100%	100%		100%			
Definitely Gundel																				
Probably Gundel	1	1				1		1				1		1			1		1	
	0%	0%				0%		0%				0%		0%			0%		0%	
	100%	100%			100%			100%				100%		100%		100%		100%		
Lean Gundel																				

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Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Definitely Olson	1	1				1		1							1		1			
	0%	0%				0%		0%							0%		0%			
	100%	100%				100%		100%							100%		100%			
Probably Olson	4	1	3	1	1	2		1	1	2	2		2	2	4		1		3	
	1%	0%	1%	0%	0%	1%		1%	1%	1%	2%		0%	0%	1%		1%		1%	
	100%	32%	68%	21%	28%	51%		32%	21%	48%	48%		52%	52%	100%		32%		68%	
Lean Olson	1	1				1		1			1					1		1		
	0%	0%				0%		1%			1%					0%		1%		
	100%	100%				100%		100%			100%					100%		100%		
Definitely Wright	3	1	2	3			1		2		1	1	1	2	1	2	1			2
	0%	0%	1%	1%			0%		2%		1%	1%	0%	0%	0%	1%	0%			1%
	100%	26%	74%	100%			26%		74%		34%	40%	26%	66%	26%	74%	26%			74%
Probably Wright	5	3	2		1	5		3		2	2	1	3	3	3	2	2	1	1	1
	1%	1%	1%		0%	1%		1%		1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%
	100%	56%	44%		13%	87%		56%		44%	35%	13%	52%	65%	56%	44%	31%	24%	24%	20%
Lean Wright	1		1			1			1			1		1	1				1	
	0%		0%			0%						0%		0%	0%				0%	
	100%		100%			100%						100%		100%	100%				100%	
Definitely Thomsen	2		2	2					2			2		2		2				2
	0%		0%	1%					1%			1%		0%		0%				1%
	100%		100%	100%					100%			100%		100%		100%				100%
Probably Thomsen	10	4	6	1	5	4		4	1	5	5	1	4	5	6	4	1	3	5	1
	1%	1%	2%	0%	2%	1%		2%	1%	2%	4%	0%	1%	1%	1%	1%	0%	1%	2%	1%
	100%	40%	60%	11%	48%	41%		40%	11%	49%	49%	10%	41%	51%	57%	43%	7%	32%	49%	11%
Lean Thomsen	1	1		1			1				1					1		1		
	0%	0%		0%			0%				1%					0%		0%		
	100%	100%		100%			100%				100%				100%		100%			
Definitely Grant																				
Probably Grant	1	1				1		1				1		1	1		1			
	0%	0%				0%		1%				1%		0%	0%		1%			
	100%	100%				100%		100%				100%		100%	100%		100%			
Lean Grant	1	1		1			1						1	1		1		1		
	0%	0%		0%			0%						0%	0%		0%		0%		
	100%	100%		100%			100%						100%	100%		100%		100%		
Other	7	4	4	1	1	6	1	2		4	4	3	7	7	6	1	4		3	1
	1%	1%	1%	1%	0%	2%	1%	1%		1%	2%	1%	1%	1%	2%	0%	2%		1%	1%
	100%	47%	53%	16%	10%	74%	16%	31%		53%	55%	45%	100%	87%	13%	47%		40%	13%	
Will Not Vote	4	2	3		4	1		2		3	2	2		2	3	2	1	1	2	1
	1%	0%	1%		1%	0%		1%		1%	1%	1%		0%	1%	0%	1%	0%	1%	0%
	100%	43%	57%		81%	19%		43%		57%	37%	37%		37%	65%	35%	27%	16%	39%	18%
Don't Know	253	109	145	69	85	100	50	58	49	95	44	73	130	204	157	90	61	43	96	48
	32%	26%	38%	32%	30%	33%	27%	25%	44%	35%	37%	34%	29%	31%	39%	24%	31%	20%	46%	28%
	100%	43%	57%	27%	33%	39%	20%	23%	19%	38%	17%	29%	52%	80%	62%	36%	24%	17%	38%	19%
Refused	17	10	7	4	7	6	6	4	1	6	1	4	9	13	6	6	2	4	4	2
	2%	2%	2%	2%	2%	2%	3%	2%	0%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%
	100%	59%	41%	25%	41%	34%	34%	25%	3%	38%	4%	23%	55%	78%	38%	35%	13%	24%	25%	11%

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Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Definitely Kehoe	121	53	56	66	42	17	34	51	31	89	19	7
	15%	18%	13%	15%	15%	11%	16%	17%	14%	16%	16%	12%
	100%	43%	46%	55%	35%	14%	28%	42%	26%	73%	15%	6%
Probably Kehoe	117	43	64	68	44	25	35	43	41	75	16	10
	15%	15%	15%	15%	15%	15%	17%	15%	18%	13%	14%	17%
	100%	36%	55%	58%	37%	21%	30%	36%	35%	64%	14%	9%
Lean Kehoe	31	14	16	15	13	5	6	16	10	19	4	6
	4%	5%	4%	3%	4%	3%	3%	5%	5%	3%	4%	10%
	100%	45%	53%	49%	41%	17%	21%	51%	34%	62%	14%	20%
Definitely Ashcroft	26	10	15	15	9	2	4	10	8	18	6	2
	3%	3%	3%	3%	3%	1%	2%	3%	4%	3%	5%	3%
	100%	37%	56%	59%	35%	9%	15%	38%	30%	70%	22%	6%
Probably Ashcroft	32	15	16	20	12	7	9	12	8	25	5	3
	4%	5%	4%	5%	4%	4%	4%	4%	3%	4%	4%	4%
	100%	47%	49%	63%	37%	20%	29%	38%	24%	76%	14%	8%
Lean Ashcroft	6	3	3	3	2	1	3	1	2	4	1	
	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	
	100%	45%	55%	59%	32%	23%	53%	14%	33%	67%	10%	
Definitely Eigel	66	4	56	46	17	16	19	26	13	53	8	4
	8%	2%	13%	10%	6%	10%	9%	9%	6%	9%	7%	6%
	100%	7%	84%	69%	26%	25%	28%	39%	20%	80%	12%	5%
Probably Eigel	69	21	44	42	26	10	20	35	25	44	17	4
	9%	7%	10%	9%	9%	6%	9%	12%	11%	8%	15%	7%
	100%	30%	63%	61%	37%	14%	29%	50%	37%	63%	25%	6%
Lean Eigel	11	1	9	5	5	1	3	5	3	8	3	
	1%	0%	2%	1%	2%	1%	2%	2%	1%	1%	3%	
	100%	10%	78%	41%	50%	12%	31%	47%	28%	72%	28%	
Definitely McClanahan	2	1	1	1	1			2		2		
	0%	0%	0%	0%	0%			1%		0%		
	100%	61%	39%	39%	61%			100%		100%		
Probably McClanahan	4	3	1	3	2	2		2	2	3		2
	1%	1%	0%	1%	1%	2%		1%	1%	0%		3%
	100%	81%	19%	62%	38%	58%		42%	38%	62%		38%
Lean McClanahan	1	1					1			1		
	0%	0%					1%			0%		
	100%	100%					100%			100%		
Definitely Gundel												
	1	1			1			1		1		
	0%	0%			0%			0%		0%		
Probably Gundel												
	100%	100%			100%			100%		100%		
Lean Gundel												

Q23. Now knowing what you do, if the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L Grant, for whom would you vote? (2 of 2)

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Definitely Olson	1	1			1		1			1		
	0%	0%			0%		0%			0%		
	100%	100%			100%		100%			100%		
Probably Olson	4	3	1	3	1	2	1			4		
	1%	1%	0%	1%	0%	1%	1%			1%		
	100%	60%	19%	72%	28%	40%	32%			100%		
Lean Olson	1	1			1		1			1		
	0%	0%			0%		1%			0%		
	100%	100%			100%		100%			100%		
Definitely Wright	3		3	2	1		1	1	3		1	2
	0%		1%	0%	0%		0%	0%	1%		1%	4%
	100%		100%	74%	26%		26%	40%	100%		26%	74%
Probably Wright	5	3	3	4	1	3		1	1	5		
	1%	1%	1%	1%	0%	2%		0%	0%	1%		
	100%	52%	48%	76%	24%	55%		18%	10%	90%		
Lean Wright	1		1	1			1			1		
	0%		0%	0%			0%			0%		
	100%		100%	100%			100%			100%		
Definitely Thomsen	2	2			2			2	2			2
	0%	1%			1%			1%	1%			3%
	100%	100%			100%			100%	100%			100%
Probably Thomsen	10	5	4	4	5	3	4	2	4	6	1	2
	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	1%	3%
	100%	50%	40%	45%	55%	32%	45%	16%	40%	60%	7%	20%
Lean Thomsen	1	1			1			1	1		1	
	0%	0%			0%			0%	0%		1%	
	100%	100%			100%			100%	100%		100%	
Definitely Grant												
Probably Grant	1		1	1						1		
	0%		0%	0%						0%		
	100%		100%	100%						100%		
Lean Grant	1	1		1				1		1		
	0%	0%		0%				0%		0%		
	100%	100%		100%				100%		100%		
Other	7	3	4	3	5	2	1	1	1	7	1	
	1%	1%	1%	1%	2%	1%	1%	0%	0%	1%	1%	
	100%	40%	60%	34%	66%	24%	20%	16%	11%	89%	11%	
Will Not Vote	4	2	2	2	3	2			1	3		
	1%	1%	0%	0%	1%	1%			0%	1%		
	100%	55%	45%	37%	63%	37%			19%	65%		
Don't Know	253	96	128	137	93	62	66	78	66	182	32	17
	32%	33%	29%	31%	32%	38%	31%	26%	30%	32%	28%	29%
	100%	38%	50%	54%	37%	25%	26%	31%	26%	72%	13%	7%
Refused	17	4	10	6	2	3	2	5	3	10	2	1
	2%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%
	100%	26%	58%	38%	12%	17%	11%	27%	16%	60%	13%	3%



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Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Definitely Kehoe	121	99	22	61	83	36	47	67	7	114	74	86	73	58	28
	15%	16%	13%	17%	16%	13%	18%	15%	8%	16%	14%	18%	14%	17%	20%
	100%	82%	18%	50%	69%	30%	39%	56%	6%	94%	61%	81%	69%	54%	27%
Probably Kehoe	117	92	26	44	67	49	35	67	15	102	82	70	74	49	21
	15%	15%	15%	12%	13%	18%	13%	15%	18%	14%	15%	14%	15%	14%	14%
	100%	78%	22%	37%	57%	41%	30%	57%	13%	87%	70%	68%	72%	48%	20%
Lean Kehoe	31	23	8	10	18	12	7	22	1	29	24	18	22	13	4
	4%	4%	4%	3%	4%	4%	3%	5%	2%	4%	4%	4%	4%	4%	3%
	100%	74%	26%	34%	60%	40%	22%	73%	5%	95%	78%	61%	76%	46%	15%
Definitely Ashcroft	26	22	4	15	17	9	9	15	2	25	17	11	19	11	
	3%	4%	2%	4%	3%	3%	4%	3%	2%	3%	3%	2%	4%	3%	
	100%	84%	16%	57%	65%	35%	35%	59%	7%	93%	65%	48%	89%	48%	
Probably Ashcroft	32	29	4	14	20	12	15	15	3	29	18	23	22	17	6
	4%	5%	2%	4%	4%	4%	6%	3%	4%	4%	3%	5%	4%	5%	4%
	100%	89%	11%	44%	61%	36%	45%	45%	10%	90%	55%	76%	75%	57%	19%
Lean Ashcroft	6	4	2	1	4	2	3	1	2	4	3	3	1	1	2
	1%	1%	1%	0%	1%	1%	1%	0%	2%	1%	1%	1%	0%	0%	1%
	100%	69%	31%	14%	69%	31%	45%	24%	31%	69%	55%	85%	32%	32%	53%
Definitely Eigel	66	61	6	43	54	13	32	34	1	66	35	46	52	39	7
	8%	10%	3%	12%	10%	5%	12%	7%	1%	9%	6%	9%	10%	11%	5%
	100%	91%	9%	64%	81%	19%	48%	51%	1%	99%	52%	76%	87%	64%	11%
Probably Eigel	69	51	18	32	48	22	27	33	9	60	43	39	47	32	7
	9%	8%	10%	9%	9%	8%	10%	7%	11%	8%	8%	8%	9%	9%	5%
	100%	74%	26%	45%	69%	31%	38%	48%	13%	87%	62%	63%	76%	52%	12%
Lean Eigel	11	9	2	4	4	7	4	5	2	9	7	7	7	5	2
	1%	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%	1%	1%	1%	1%
	100%	81%	19%	40%	40%	60%	32%	49%	19%	81%	68%	70%	66%	50%	20%
Definitely McClanahan	2	2		1	1	1		2		2	2	1	1		1
	0%	0%		0%	0%	0%		0%		0%	0%	0%	0%		1%
	100%	100%		39%	39%	61%		100%		100%	100%	39%	61%		39%
Probably McClanahan	4	1	3	1	1	3		2	2	2	4	2	2	2	
	1%	0%	2%	0%	0%	1%		1%	2%	0%	1%	0%	0%	0%	
	100%	19%	81%	19%	19%	81%		58%	42%	58%	100%	67%	100%	67%	
Lean McClanahan	1	1		1	1			1		1	1		1		
	0%	0%		0%	0%			0%		0%	0%		0%		
	100%	100%		100%	100%			100%		100%	100%		100%		
Definitely Gundel															
	1	1		1	1		1			1					
	0%	0%		0%	0%		0%			0%					
Probably Gundel	100%	100%		100%	100%		100%			100%					
Lean Gundel															

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Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Definitely Olson	1		1		1			1		1	1				
	0%		0%		0%			0%		0%	0%				
	100%		100%		100%			100%		100%	100%				
Probably Olson	4	3	1			4		3	1	3	4	2	1	1	1
	1%	0%	1%			2%		1%	1%	0%	1%	0%	0%	0%	1%
	100%	72%	28%			100%		72%	28%	72%	100%	100%	52%	52%	48%
Lean Olson	1	1		1	1		1			1		1	1	1	
	0%	0%		0%	0%		0%			0%		0%	0%	0%	
	100%	100%		100%	100%		100%			100%		100%	100%	100%	
Definitely Wright	3	2	1		2	1	1	2		3	2	3	3	3	
	0%	0%	1%		0%	0%	0%	0%		0%	0%	1%	1%	1%	
	100%	60%	40%		66%	34%	26%	74%		100%	74%	100%	100%	100%	
Probably Wright	5	5	1	3	3	2	3	3		5	3	3	5	3	
	1%	1%	0%	1%	1%	1%	1%	1%		1%	0%	1%	1%	1%	
	100%	90%	10%	52%	62%	38%	52%	48%		100%	48%	52%	90%	52%	
Lean Wright	1	1		1	1		1			1		1	1	1	
	0%	0%		0%	0%		0%			0%		0%	0%	0%	
	100%	100%		100%	100%		100%			100%		100%	100%	100%	
Definitely Thomsen	2	2			2			2		2	2	2			2
	0%	0%			0%			0%		0%	0%	0%			1%
	100%	100%			100%			100%		100%	100%	100%			100%
Probably Thomsen	10	6	3	4	7	3	4	4	1	9	5	7	4	4	3
	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%
	100%	65%	35%	45%	73%	27%	45%	44%	11%	89%	55%	100%	60%	60%	40%
Lean Thomsen	1		1			1			1		1	1			1
	0%		0%			0%			1%		0%	0%			1%
	100%		100%			100%			100%		100%	100%			100%
Definitely Grant															
Probably Grant	1	1		1	1			1		1	1	1			1
	0%	0%		0%	0%			0%		0%	0%	0%			1%
	100%	100%		100%	100%			100%		100%	100%	100%			100%
Lean Grant	1	1				1		1		1	1	1			1
	0%	0%				0%		0%		0%	0%	0%			1%
	100%	100%				100%		100%		100%	100%	100%			100%
Other	7	6	2	4	4	3	3	3	2	6	5	5	5	3	3
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
	100%	76%	24%	51%	60%	40%	34%	43%	24%	76%	66%	70%	63%	34%	37%
Will Not Vote	4	3	2	2	3	2	2	1	2	3	2	3	3	2	1
	1%	0%	1%	1%	1%	1%	1%	0%	2%	0%	0%	1%	1%	1%	1%
	100%	65%	35%	47%	65%	35%	45%	20%	35%	65%	55%	63%	61%	45%	18%
Don't Know	253	186	68	98	156	89	62	160	31	222	191	141	151	91	49
	32%	30%	39%	28%	30%	32%	24%	35%	38%	31%	35%	29%	30%	27%	34%
	100%	73%	27%	39%	61%	35%	25%	63%	12%	88%	75%	61%	66%	40%	22%
Refused	17	15	2	9	13	4	5	11	1	16	12	12	10	7	5
	2%	2%	1%	3%	3%	1%	2%	2%	1%	2%	2%	2%	2%	2%	3%
	100%	91%	9%	53%	78%	22%	30%	64%	6%	94%	70%	72%	61%	41%	31%

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Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Definitely Kehoe	121	107	7	4		2	121					14	7	95	57	26	47	25	20
	15%	50%	3%	3%		1%	45%					19%	5%	36%	22%	17%	36%	31%	35%
	100%	88%	6%	3%		2%	100%					12%	6%	78%	47%	21%	39%	21%	17%
Probably Kehoe	117	74	26	5	4	8	117					44	26	57	40	11	28	8	5
	15%	34%	12%	4%	14%	4%	44%					58%	17%	22%	16%	7%	21%	10%	9%
	100%	63%	22%	4%	3%	7%	100%					37%	22%	48%	34%	10%	24%	7%	4%
Lean Kehoe	31	13	14			3	31					18	14	11	8		4		
	4%	6%	7%			2%	11%					24%	9%	4%	3%		3%		
	100%	42%	47%			11%	100%					58%	47%	35%	28%		14%		
Definitely Ashcroft	26		26					26						5	15	6	5	1	1
	3%		12%					41%						2%	6%	4%	4%	2%	2%
	100%		100%					100%						19%	58%	25%	19%	5%	5%
Probably Ashcroft	32	2	26			3	32							5	16	5	3	3	3
	4%	1%	12%			2%	50%							2%	6%	4%	2%	4%	6%
	100%	7%	80%			9%	100%							15%	49%	17%	10%	10%	10%
Lean Ashcroft	6		3		1	1	6									3			
	1%		2%		5%	0%	9%									1%			
	100%		59%		23%	9%	100%									45%			
Definitely Eigel	66		4	61					66			4		24	23	51	13	21	12
	8%		2%	48%					45%			3%		9%	9%	34%	10%	26%	21%
	100%		6%	92%					100%			6%		36%	34%	77%	20%	32%	18%
Probably Eigel	69	3	11	51		4	69					11		20	23	27	13	12	9
	9%	1%	5%	40%		2%	47%					7%		8%	9%	18%	9%	15%	16%
	100%	5%	16%	73%		6%	100%					16%		29%	33%	39%	18%	17%	13%
Lean Eigel	11		4	4		2	11					4		2	1	4		1	
	1%		2%	3%		1%	7%					3%		1%	0%	3%		2%	
	100%		40%	39%		21%	100%					40%		23%	11%	41%		13%	
Definitely McClanahan	2				2				2										
	0%				8%				5%										
	100%				100%				100%										
Probably McClanahan	4				4				4					1	2	2			
	1%				16%				10%					0%	1%	1%			
	100%				100%				100%					19%	42%	42%			
Lean McClanahan	1					1			1										
	0%					1%			3%										
	100%					100%			100%										
Definitely Gundel																			
Probably Gundel	1	1							1					1	1		1		
	0%	0%							2%					0%	0%		1%		
	100%	100%							100%					100%	100%		100%		
Lean Gundel																			

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Population Column % Row %	Initial Gubernatorial Ballot					Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard						
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Definitely Olson	1				1					1									
	0%				2%					1%									
	100%				100%					100%									
Probably Olson	4	2			3					4				3	2		2		
	1%	1%			9%					9%				1%	1%		2%		
	100%	40%			60%					100%				72%	52%		52%		
Lean Olson	1									1					1	1			
	0%									3%					1%	1%			
	100%									100%					100%	100%			
Definitely Wright	3				3					3									
	0%				10%					6%									
	100%				100%					100%									
Probably Wright	5		1		4	1				5		1			3	1			
	1%		0%		14%	0%				12%		0%			1%	1%			
	100%		10%		72%	18%				100%		10%			56%	20%			
Lean Wright	1					1				1					1				
	0%					0%				2%					0%				
	100%					100%				100%					100%				
Definitely Thomsen	2				2					2									
	0%				5%					3%									
	100%				100%					100%									
Probably Thomsen	10	1	3	1	3	2				10		3		2	3	1			
	1%	0%	1%	0%	11%	1%				22%		2%		1%	1%	0%			
	100%	11%	30%	6%	30%	24%				100%		30%		24%	27%	7%			
Lean Thomsen	1				1					1									
	0%				3%					2%									
	100%				100%					100%									
Definitely Grant																			
Probably Grant	1		1							1		1		1	1		1		
	0%		1%							3%		1%		0%	0%		1%		
	100%		100%							100%		100%		100%	100%		100%		
Lean Grant	1	1								1				1					
	0%	0%								2%				0%					
	100%	100%								100%				100%					
Other	7		3		1	4				7		3		2	3	2	2	1	1
	1%		1%		4%	2%				16%		2%		1%	1%	1%	1%	1%	1%
	100%		35%		16%	49%				100%		35%		26%	37%	26%	26%	10%	10%
Will Not Vote	4					2								1	1				
	1%					1%								0%	0%				
	100%					43%								16%	20%				
Don't Know	253	10	81	2		158					253		81	27	48	11	11	6	4
	32%	5%	38%	2%		81%					100%		51%	10%	19%	7%	8%	8%	7%
	100%	4%	32%	1%		62%					100%		32%	11%	19%	4%	4%	3%	2%
Refused	17	2	1			2						1		4	2	2	2	2	2
	2%	1%	0%			1%						1%		1%	1%	2%	1%	2%	3%
	100%	11%	6%			11%						6%		22%	11%	14%	11%	11%	11%

Q23. Now knowing what you do, if the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L Grant, for whom would you vote? (1 of 2)

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Definitely Kehoe	121	116	2	67	36	65	26	23	65	46	101	29	26	10	38	6
	15%	31%	2%	15%	20%	13%	11%	33%	14%	20%	25%	18%	15%	14%	22%	5%
	100%	96%	1%	55%	30%	54%	21%	19%	54%	38%	83%	24%	21%	8%	31%	5%
Probably Kehoe	117	89	3	77	21	64	26	14	62	37	81	30	26	14	24	19
	15%	24%	4%	17%	12%	13%	12%	19%	14%	16%	20%	18%	15%	21%	14%	16%
	100%	76%	3%	66%	18%	54%	22%	12%	53%	32%	69%	25%	22%	12%	20%	16%
Lean Kehoe	31	20	3	24	5	20	13	2	20	15	24	8	4	2	5	8
	4%	6%	4%	5%	3%	4%	6%	3%	5%	7%	6%	5%	2%	3%	3%	7%
	100%	67%	11%	80%	17%	66%	41%	8%	66%	49%	78%	26%	12%	6%	15%	27%
Definitely Ashcroft	26	9	5	26		15	3	5	13	6	14	4	4	2	6	5
	3%	3%	7%	6%		3%	2%	8%	3%	3%	3%	3%	2%	4%	4%	4%
	100%	35%	19%	100%		57%	13%	20%	50%	25%	54%	17%	16%	9%	24%	19%
Probably Ashcroft	32	12	2	28	3	18	6	4	18	8	14	5	13	3	5	3
	4%	3%	2%	6%	2%	4%	3%	6%	4%	4%	3%	3%	7%	5%	3%	2%
	100%	36%	6%	85%	9%	55%	18%	12%	55%	26%	42%	15%	39%	10%	16%	8%
Lean Ashcroft	6	2	3	5		3	0	1	3	2	4	1	3		1	1
	1%	0%	3%	1%		1%	0%	2%	1%	1%	1%	0%	2%		1%	0%
	100%	31%	45%	90%		45%	8%	23%	45%	30%	76%	14%	53%		23%	10%
Definitely Eigel	66	23	24	30	30	64	62	1	57	44	44	10	9	2	17	13
	8%	6%	31%	7%	17%	13%	27%	1%	13%	19%	11%	6%	5%	3%	10%	11%
	100%	34%	36%	46%	45%	97%	93%	1%	86%	66%	67%	15%	13%	3%	25%	20%
Probably Eigel	69	35	8	41	18	60	52	2	49	36	42	14	14	9	14	10
	9%	10%	10%	9%	10%	12%	23%	3%	11%	16%	10%	8%	8%	14%	8%	8%
	100%	51%	11%	59%	26%	87%	75%	3%	71%	51%	61%	20%	21%	13%	20%	15%
Lean Eigel	11	5	1	8		11	8	1	7	3	4	2	3	1	1	2
	1%	1%	1%	2%		2%	4%	1%	2%	1%	1%	1%	2%	2%	1%	2%
	100%	43%	5%	75%		100%	76%	6%	67%	28%	35%	21%	32%	10%	8%	22%
Definitely McClanahan	2	1		2		2	1		2	1	1				2	
	0%	0%		0%		0%	1%		0%	1%	0%				1%	
	100%	61%		100%		100%	61%		100%	61%	61%				100%	
Probably McClanahan	4	1	2		4	3	1	2	3	3	3	2			2	
	1%	0%	2%		2%	1%	0%	3%	1%	1%	1%	1%			1%	
	100%	19%	42%		100%	62%	19%	42%	62%	62%	62%	42%			58%	
Lean McClanahan	1					1			1				1			
	0%					0%			0%				1%			
	100%					100%			100%				100%			
Definitely Gundel																
Probably Gundel	1	1		1		1		1	1	1	1	1				
	0%	0%		1%		0%		1%	0%	0%	0%	1%				
	100%	100%		100%		100%		100%	100%	100%	100%	100%				
Lean Gundel																

Q23. Now knowing what you do, if the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L Grant, for whom would you vote? (2 of 2)

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID			Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.		Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Definitely Olson	1	1		1			1	1		1	1	1					1
	0%	0%		0%			0%	0%		0%	0%	0%					0%
	100%	100%		100%			100%	100%		100%	100%	100%					100%
Probably Olson	4	1	3	1	2		2	1	1	2	2	3	1		2		1
	1%	0%	4%	0%	1%		0%	0%	2%	0%	1%	1%	1%		3%		1%
	100%	19%	81%	28%	52%		52%	21%	32%	52%	52%	81%	32%		48%		21%
Lean Olson	1		1		1		1		1	1	1	1			1		
	0%		2%		1%		0%		2%	0%	1%	0%			2%		
	100%		100%		100%		100%		100%	100%	100%	100%			100%		
Definitely Wright	3	2		1			2	1		1		1				1	2
	0%	1%		0%			0%	0%		0%		0%				1%	2%
	100%	74%		40%			66%	26%		40%		40%				34%	66%
Probably Wright	5	1	2	1	5		3	3	1	1	1	3		2	2		1
	1%	0%	3%	0%	3%		1%	1%	1%	0%	0%	1%		1%	2%		1%
	100%	14%	42%	10%	90%		61%	51%	10%	18%	18%	56%		39%	30%		13%
Lean Wright	1				1									1			
	0%				0%									0%			
	100%				100%									100%			
Definitely Thomsen	2															2	
	0%															1%	
	100%															100%	
Probably Thomsen	10	3	2	4	4		3	2	1	2	1	5	1	4		5	
	1%	1%	3%	1%	2%		1%	1%	1%	1%	1%	1%	0%	3%		3%	
	100%	29%	20%	43%	36%		36%	18%	7%	24%	13%	49%	8%	45%		47%	
Lean Thomsen	1				1								1				
	0%				0%								0%				
	100%				100%								100%				
Definitely Grant																	
Probably Grant	1	1		1			1	1		1	1	1	1				
	0%	0%		0%			0%	1%		0%	1%	0%	1%				
	100%	100%		100%			100%	100%		100%	100%	100%	100%				
Lean Grant	1		1		1							1				1	
	0%		1%		0%							0%				0%	
	100%		100%		100%							100%				100%	
Other	7	2	2	6	1		3	1	1	3	2	4	3	2			1
	1%	1%	3%	1%	0%		1%	0%	2%	1%	1%	1%	2%	1%			1%
	100%	26%	27%	78%	11%		36%	10%	16%	36%	26%	53%	39%	33%			13%
Will Not Vote	4		1	1	2		3		2	3	1	1	2				2
	1%		1%	0%	1%		1%		2%	1%	0%	0%	1%				1%
	100%		16%	18%	55%		63%		37%	63%	16%	16%	35%				39%
Don't Know	253	41	12	131	42		130	19	7	115	13	52	48	61	18	44	44
	32%	11%	15%	28%	23%		26%	8%	10%	26%	6%	13%	29%	35%	26%	26%	36%
	100%	16%	5%	52%	16%		51%	7%	3%	46%	5%	20%	19%	24%	7%	17%	17%

Q23. Now knowing what you do, if the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L Grant, for whom would you vote? (3 of 2)

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
	17	4	1	5		15	2	1	15	3	4	3	2	1	2	3
Refused	2%	1%	1%	1%		3%	1%	1%	3%	1%	1%	2%	1%	2%	1%	2%
	100%	22%	5%	27%		91%	13%	3%	91%	17%	23%	15%	11%	8%	11%	15%

Q23. Now knowing what you do, if the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L Grant, for whom would you vote? (1 of 2)

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Definitely Kehoe	121	28	19	8	11	47	9	18	33	14	17	30
	15%	15%	18%	11%	19%	19%	5%	24%	19%	10%	21%	19%
	100%	23%	16%	7%	9%	39%	7%	15%	27%	12%	14%	25%
Probably Kehoe	117	27	21	13	5	28	21	19	34	15	7	21
	15%	14%	20%	17%	9%	11%	13%	25%	20%	11%	8%	13%
	100%	23%	18%	11%	5%	23%	18%	16%	29%	13%	6%	18%
Lean Kehoe	31	5	5	3	2	13	9	3	2	4	4	9
	4%	3%	5%	4%	3%	5%	5%	3%	1%	3%	5%	5%
	100%	17%	18%	9%	5%	43%	28%	9%	7%	13%	14%	29%
Definitely Ashcroft	26	7	7	1	2	4	10	3	5	5	2	2
	3%	4%	6%	1%	3%	2%	6%	4%	3%	3%	2%	1%
	100%	27%	25%	3%	7%	15%	38%	11%	19%	17%	7%	8%
Probably Ashcroft	32	5	6	2	2	8	9	2	7	7	4	4
	4%	3%	5%	2%	3%	3%	5%	2%	4%	5%	5%	2%
	100%	16%	18%	6%	6%	24%	28%	5%	22%	21%	11%	12%
Lean Ashcroft	6	2				0	2	1	1	1	0	
	1%	1%				0%	1%	2%	1%	1%	1%	
	100%	31%				8%	33%	23%	23%	14%	8%	
Definitely Eigel	66	22	3	7	6	24	14	4	13	10	9	15
	8%	11%	3%	10%	11%	10%	8%	6%	8%	7%	11%	9%
	100%	33%	4%	11%	10%	37%	21%	6%	20%	15%	14%	23%
Probably Eigel	69	14	14	11	14	33	17	5	8	7	4	28
	9%	7%	13%	14%	24%	13%	10%	7%	5%	5%	5%	17%
	100%	20%	20%	15%	20%	47%	24%	7%	12%	10%	6%	41%
Lean Eigel	11	4	1	3	1	4	4	2		1	2	2
	1%	2%	1%	4%	2%	2%	3%	2%		1%	3%	1%
	100%	39%	5%	28%	10%	39%	40%	15%		7%	22%	17%
Definitely McClanahan	2	1			1	1	1					1
	0%	0%			2%	0%	1%					1%
	100%	39%			61%	39%	61%					39%
Probably McClanahan	4		1				1			3		
	1%		1%				1%			2%		
	100%		19%				19%			81%		
Lean McClanahan	1								1			
	0%								1%			
	100%								100%			
Definitely Gundel												
Probably Gundel	1		1			1					1	
	0%		1%			0%					1%	
	100%		100%			100%					100%	
Lean Gundel												



Q23. Now knowing what you do, if the August Republican Primary election for Governor were being held today and the candidates were Mike Kehoe, Jay Ashcroft, Bill Eigel, Darrell Leon McClanahan III, Jeremy Gundel, Robert James Olson, Chris Wright, Amber Thomsen, and Darren L Grant, for whom would you vote? (2 of 2)

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Definitely Olson	1							1				
	0%							1%				
	100%							100%				
Probably Olson	4	1				1			3			1
	1%	0%				0%			2%			1%
	100%	19%				28%			72%			28%
Lean Olson	1								1			
	0%								1%			
	100%								100%			
Definitely Wright	3		1					1		2		
	0%		1%					2%		1%		
	100%		40%					40%		60%		
Probably Wright	5	1	1	1		1			2	2	1	1
	1%	0%	1%	1%		1%			1%	1%	1%	0%
	100%	18%	13%	20%		24%			42%	34%	13%	10%
Lean Wright	1	1							1			
	0%	0%							0%			
	100%	100%							100%			
Definitely Thomsen	2						2					
	0%						1%					
	100%						100%					
Probably Thomsen	10	3	1	1	1	1	3	1	2	2		1
	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%		1%
	100%	32%	10%	13%	11%	15%	34%	11%	23%	17%		15%
Lean Thomsen	1		1			1					1	
	0%		1%			0%					1%	
	100%		100%			100%					100%	
Definitely Grant												
Probably Grant	1								1			
	0%								1%			
	100%								100%			
Lean Grant	1			1						1		
	0%			1%						1%		
	100%			100%						100%		
Other	7	2		3		2		1	2	3	1	1
	1%	1%		4%		1%		2%	1%	2%	1%	1%
	100%	23%		37%		26%		17%	23%	34%	10%	16%
Will Not Vote	4	1			1	1	2		1	1	1	
	1%	1%			1%	0%	1%		1%	1%	1%	
	100%	27%			19%	16%	45%		20%	18%	16%	
Don't Know	253	61	25	22	10	70	53	12	53	65	25	45
	32%	32%	24%	29%	18%	29%	32%	16%	30%	46%	31%	28%
	100%	24%	10%	9%	4%	28%	21%	5%	21%	26%	10%	18%
Refused	17	6	1	1	1	2	10	2	1	1	2	1
	2%	3%	1%	1%	2%	1%	6%	3%	1%	1%	2%	0%
	100%	34%	4%	3%	8%	13%	59%	13%	8%	6%	10%	3%

Q23A. Switch Voters

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
	76	41	35	18	25	32	15	26	12	22		5	22	48	70	36	40	20	21	16	19
Switch To Kehoe	9%	10%	9%	9%	9%	11%	8%	11%	11%	8%		4%	10%	11%	11%	9%	10%	10%	10%	8%	11%
	100%	54%	46%	24%	33%	42%	20%	34%	16%	30%		6%	29%	63%	92%	47%	53%	26%	28%	21%	25%
	157	78	79	36	52	68	30	48	21	58		14	44	96	140	83	70	38	37	46	33
Switch From Ashcroft	20%	19%	21%	17%	19%	22%	16%	21%	18%	21%		12%	20%	22%	21%	21%	18%	19%	17%	22%	19%
	100%	50%	50%	23%	33%	43%	19%	31%	13%	37%		9%	28%	61%	89%	53%	45%	24%	23%	29%	21%

Q23A. Switch Voters

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Switch To Kehoe	76	26	44	51	20	14	26	30	25	51	7	7
	9%	9%	10%	11%	7%	8%	12%	10%	11%	9%	6%	13%
	100%	35%	58%	67%	26%	18%	34%	39%	33%	67%	9%	10%
Switch From Ashcroft	157	49	88	96	47	39	48	48	43	113	19	11
	20%	17%	20%	21%	16%	24%	22%	16%	19%	20%	16%	19%
	100%	31%	56%	61%	30%	25%	31%	30%	27%	72%	12%	7%

Q23A. Switch Voters

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Switch To Kehoe	76	62	13	38	50	24	18	53	5	71	57	43	47	26	17
	9%	10%	8%	11%	10%	9%	7%	11%	6%	10%	11%	9%	9%	8%	11%
	100%	83%	17%	51%	66%	32%	24%	69%	7%	93%	76%	63%	68%	38%	24%
Switch From Ashcroft	157	119	37	71	103	50	44	98	15	141	113	92	94	59	33
	20%	19%	21%	20%	20%	18%	17%	21%	19%	20%	21%	19%	18%	17%	23%
	100%	76%	24%	45%	66%	32%	28%	62%	10%	90%	72%	65%	66%	41%	23%

Q23A. Switch Voters

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
	76		48	8	4	14	76					76	48	28	28	7	15	5	4
Switch To Kehoe	9%		23%	7%	14%	7%	28%					100%	31%	11%	11%	4%	11%	6%	7%
	100%		64%	11%	5%	18%	100%					100%	64%	37%	37%	9%	20%	7%	5%
	157		157				48		20	7	81	48	157	27	39	5	13	5	4
Switch From Ashcroft	20%		74%				18%		14%	16%	32%	64%	100%	10%	15%	4%	10%	6%	7%
	100%		100%				31%		13%	5%	51%	31%	100%	17%	25%	3%	8%	3%	3%

Q23A. Switch Voters

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Switch To Kehoe	76	46	4	62	4	45	20	3	44	21	45	23	10	6	20	11
	9%	12%	6%	13%	2%	9%	9%	5%	10%	9%	11%	14%	6%	8%	12%	10%
	100%	60%	6%	82%	5%	60%	26%	5%	58%	27%	60%	30%	13%	7%	27%	15%
Switch From Ashcroft	157	51	6	137	5	86	30	5	74	24	57	40	40	11	26	24
	20%	14%	8%	30%	3%	18%	13%	6%	16%	10%	14%	24%	23%	16%	15%	20%
	100%	33%	4%	87%	3%	55%	19%	3%	47%	15%	37%	25%	25%	7%	16%	16%

Q23A. Switch Voters

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Switch To Kehoe	76	19	6	11	5	21	23	7	14	10	9	12
	9%	10%	6%	15%	9%	9%	14%	9%	8%	7%	12%	7%
	100%	26%	8%	15%	7%	28%	30%	9%	19%	14%	12%	15%
Switch From Ashcroft	157	48	18	15	8	46	38	9	28	36	23	23
	20%	25%	17%	20%	14%	19%	23%	12%	16%	25%	29%	14%
	100%	30%	11%	10%	5%	29%	24%	6%	18%	23%	15%	15%

Q14. Have you seen, read, or heard anything recently about Mike Kehoe?

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Wom-en		18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
		Men																			
Total	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Yes	261	149	112	61	92	108	62	87	23	89		39	62	154	216	115	142	62	84	53	58
	33%	36%	29%	28%	33%	35%	33%	38%	20%	33%		33%	29%	34%	33%	28%	37%	32%	40%	25%	34%
	100%	57%	43%	23%	35%	41%	24%	33%	9%	34%		15%	24%	59%	83%	44%	55%	24%	32%	20%	22%
No/Not Aware	501	251	251	143	170	188	113	138	82	168		79	144	267	411	274	220	128	117	147	103
	63%	60%	66%	67%	61%	62%	61%	60%	74%	62%		67%	66%	60%	62%	68%	58%	65%	56%	70%	60%
	100%	50%	50%	29%	34%	37%	23%	27%	16%	34%		16%	29%	53%	82%	55%	44%	25%	23%	29%	21%
Don't Know	23	11	13	7	11	6	6	4	6	7			7	15	23	9	13	3	7	6	6
	3%	3%	3%	3%	4%	2%	3%	2%	5%	3%			3%	3%	3%	2%	3%	2%	3%	3%	3%
	100%	46%	54%	28%	47%	24%	28%	18%	24%	30%			32%	65%	97%	40%	56%	15%	31%	26%	25%
Prefer not to answer	15	8	7	4	8	3	5	2	1	5			3	11	13	7	6	4	3	4	3
	2%	2%	2%	2%	3%	1%	3%	1%	1%	2%			1%	2%	2%	2%	2%	2%	1%	2%	2%
	100%	52%	48%	27%	53%	20%	37%	15%	10%	38%			18%	73%	90%	50%	41%	25%	17%	24%	23%



Q14. Have you seen, read, or heard anything recently about Mike Kehoe?

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Yes	261	95	140	140	98	45	68	104	64	192	40	13
	33%	33%	32%	31%	34%	27%	32%	36%	29%	34%	34%	22%
	100%	36%	54%	54%	38%	17%	26%	40%	25%	74%	15%	5%
No/Not Aware	501	188	269	290	181	111	136	177	145	350	68	45
	63%	65%	62%	65%	63%	68%	64%	60%	65%	62%	59%	76%
	100%	37%	54%	58%	36%	22%	27%	35%	29%	70%	14%	9%
Don't Know	23	6	16	12	6	6	9	6	10	12	5	1
	3%	2%	4%	3%	2%	3%	4%	2%	5%	2%	5%	2%
	100%	24%	68%	49%	26%	24%	38%	25%	44%	52%	23%	6%
Prefer not to answer	15	3	11	8	3	2	2	6	4	10	2	
	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	2%	
	100%	18%	72%	52%	21%	17%	11%	43%	24%	66%	15%	

Q14. Have you seen, read, or heard anything recently about Mike Kehoe?

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Yes	261	207	54	121	166	92	101	137	22	239	159	167	167	125	42
	33%	33%	31%	34%	32%	34%	39%	30%	27%	33%	29%	34%	33%	36%	29%
	100%	79%	21%	46%	64%	35%	39%	53%	8%	92%	61%	76%	76%	57%	19%
No/Not Aware	501	380	121	211	313	180	149	292	60	441	352	299	313	206	94
	63%	61%	69%	60%	61%	66%	57%	64%	73%	61%	65%	62%	62%	60%	65%
	100%	76%	24%	42%	63%	36%	30%	58%	12%	88%	70%	66%	69%	45%	21%
Don't Know	23	23		14	20	2	7	17		23	17	13	17	8	4
	3%	4%		4%	4%	1%	3%	4%		3%	3%	3%	3%	2%	3%
	100%	100%		58%	87%	7%	29%	71%		100%	71%	53%	72%	35%	18%
Prefer not to answer	15	15		7	14	1	3	12		15	12	8	10	3	4
	2%	2%		2%	3%	0%	1%	3%		2%	2%	2%	2%	1%	3%
	100%	100%		45%	94%	6%	18%	82%		100%	82%	52%	72%	23%	28%

Q14. Have you seen, read, or heard anything recently about Mike Kehoe?

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Yes	261	145	37	46	4	24	162	10	46	11	27	28	27	261	133	82	133	82	57
	33%	67%	17%	36%	15%	12%	60%	15%	32%	25%	11%	37%	17%	100%	52%	53%	100%	100%	100%
	100%	56%	14%	18%	2%	9%	62%	4%	18%	4%	10%	11%	10%	100%	51%	31%	51%	31%	22%
No/Not Aware	501	64	169	72	23	160	100	54	90	34	215	45	124		114	65			
	63%	30%	80%	57%	83%	83%	37%	84%	62%	75%	85%	60%	79%		45%	43%			
	100%	13%	34%	14%	5%	32%	20%	11%	18%	7%	43%	9%	25%		23%	13%			
Don't Know	23	5	5	5	1	9	5	1	6		10	2	4		5	4			
	3%	2%	2%	4%	2%	4%	2%	2%	4%		4%	2%	2%		2%	2%			
	100%	21%	19%	20%	3%	37%	21%	4%	24%		42%	8%	15%		22%	15%			
Prefer not to answer	15	1	2	4		1	2		4		1	1	2		1	2			
	2%	1%	1%	3%		1%	1%		3%		1%	1%	1%		1%	2%			
	100%	9%	16%	29%		9%	15%		29%		10%	6%	16%		10%	17%			

Q14. Have you seen, read, or heard anything recently about Mike Kehoe?

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor-able	Unfav-or.	Favor-able	Unfav-or.	Aware	Favor-able	Unfav-or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel-lite	Ante-nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Yes	261	209	29	146	78	175	93	37	174	114	210	61	52	29	58	28
	33%	57%	37%	32%	44%	36%	41%	53%	39%	50%	51%	37%	29%	44%	34%	24%
	100%	80%	11%	56%	30%	67%	36%	14%	67%	44%	81%	23%	20%	11%	22%	11%
No/Not Aware	501	148	42	298	92	284	119	33	242	99	182	97	118	33	106	87
	63%	40%	55%	65%	52%	58%	52%	46%	54%	43%	44%	59%	67%	49%	63%	72%
	100%	30%	8%	59%	18%	57%	24%	7%	48%	20%	36%	19%	23%	7%	21%	17%
Don't Know	23	8	2	9	7	18	9	1	18	8	10	3	3	4	5	4
	3%	2%	3%	2%	4%	4%	4%	1%	4%	4%	3%	2%	1%	6%	3%	3%
	100%	35%	10%	39%	32%	76%	40%	3%	76%	35%	45%	12%	11%	18%	20%	16%
Prefer not to answer	15	4	3	7	1	15	7		15	7	7	4	3	1	1	1
	2%	1%	4%	2%	0%	3%	3%		3%	3%	2%	2%	2%	1%	0%	1%
	100%	26%	22%	47%	6%	100%	48%		100%	48%	48%	26%	22%	5%	6%	10%

Q14. Have you seen, read, or heard anything recently about Mike Kehoe?

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Yes	261	57	42	23	22	106	21	40	70	24	40	66
	33%	30%	39%	31%	39%	44%	13%	54%	40%	17%	49%	41%
	100%	22%	16%	9%	9%	41%	8%	15%	27%	9%	15%	25%
No/Not Aware	501	123	59	46	34	128	133	32	95	112	37	91
	63%	64%	56%	60%	58%	53%	80%	43%	55%	79%	46%	56%
	100%	24%	12%	9%	7%	26%	27%	6%	19%	22%	7%	18%
Don't Know	23	8	4	2	1	7	7		4	6	3	5
	3%	4%	3%	3%	1%	3%	4%		2%	4%	3%	3%
	100%	36%	15%	10%	3%	30%	28%		18%	24%	11%	19%
Prefer not to answer	15	2	2	5	1	2	5	2	5		1	1
	2%	1%	2%	6%	2%	1%	3%	3%	3%		2%	1%
	100%	14%	12%	31%	9%	17%	37%	15%	31%		10%	7%

Q16. Have you seen, read, or heard anything recently about Jay Ashcroft?

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Wom- en		18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Yes	254	147	107	61	75	118	60	87	18	89	44	65	138	202	122	130	65	81	57	50
	32%	35%	28%	28%	27%	39%	32%	38%	16%	33%	38%	30%	31%	31%	30%	34%	33%	38%	27%	29%
	100%	58%	42%	24%	30%	47%	24%	34%	7%	35%	17%	25%	54%	80%	48%	51%	25%	32%	23%	20%
No/Not Aware	500	248	252	141	186	173	117	131	85	167	70	139	281	420	263	229	124	119	140	110
	63%	59%	66%	66%	66%	57%	63%	57%	76%	62%	60%	64%	63%	63%	65%	60%	63%	56%	67%	65%
	100%	50%	50%	28%	37%	35%	23%	26%	17%	33%	14%	28%	56%	84%	53%	46%	25%	24%	28%	22%
Don't Know	27	11	17	7	11	9	3	8	7	9	3	7	17	24	12	14	2	8	10	6
	3%	3%	4%	3%	4%	3%	1%	4%	6%	3%	2%	3%	4%	4%	3%	4%	1%	4%	5%	3%
	100%	40%	60%	27%	42%	31%	9%	30%	26%	34%	9%	27%	60%	88%	45%	52%	9%	31%	36%	21%
Prefer not to answer	18	11	7	6	8	5	7	4	1	5		5	12	17	9	8	7	3	2	5
	2%	3%	2%	3%	3%	2%	4%	2%	1%	2%		2%	3%	3%	2%	2%	3%	2%	1%	3%
	100%	63%	37%	31%	43%	26%	41%	22%	7%	30%		27%	65%	92%	48%	45%	36%	19%	11%	25%

Q16. Have you seen, read, or heard anything recently about Jay Ashcroft?

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Yes	254	110	115	150	86	43	71	97	64	186	37	10
	32%	38%	26%	33%	30%	26%	33%	33%	29%	33%	32%	17%
	100%	43%	45%	59%	34%	17%	28%	38%	25%	73%	14%	4%
No/Not Aware	500	169	292	278	188	112	129	179	145	347	71	47
	63%	58%	67%	62%	65%	68%	60%	61%	65%	62%	62%	79%
	100%	34%	58%	55%	38%	22%	26%	36%	29%	69%	14%	9%
Don't Know	27	6	17	11	11	6	10	11	7	19	3	2
	3%	2%	4%	2%	4%	4%	4%	4%	3%	3%	3%	4%
	100%	21%	64%	41%	39%	21%	35%	41%	27%	70%	12%	9%
Prefer not to answer	18	6	11	10	3	3	5	6	5	11	4	
	2%	2%	3%	2%	1%	2%	2%	2%	2%	2%	4%	
	100%	31%	61%	57%	15%	18%	25%	33%	30%	62%	23%	

Q16. Have you seen, read, or heard anything recently about Jay Ashcroft?

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Yes	254	199	55	126	166	85	101	127	26	228	154	162	172	126	36
	32%	32%	32%	36%	32%	31%	39%	28%	32%	32%	28%	33%	34%	37%	25%
	100%	78%	22%	49%	65%	33%	40%	50%	10%	90%	60%	72%	77%	56%	16%
No/Not Aware	500	387	114	204	312	180	149	297	54	446	351	295	302	199	96
	63%	62%	65%	58%	61%	66%	57%	65%	66%	62%	65%	61%	60%	58%	67%
	100%	77%	23%	41%	62%	36%	30%	59%	11%	89%	70%	67%	68%	45%	22%
Don't Know	27	21	6	15	21	7	7	19	2	26	20	17	20	11	6
	3%	3%	4%	4%	4%	2%	3%	4%	2%	4%	4%	4%	4%	3%	4%
	100%	77%	23%	54%	76%	24%	25%	69%	6%	94%	75%	63%	73%	40%	23%
Prefer not to answer	18	18		7	15	3	4	15		18	15	12	13	6	5
	2%	3%		2%	3%	1%	1%	3%		3%	3%	2%	3%	2%	4%
	100%	100%		39%	84%	16%	20%	80%		100%	80%	64%	71%	36%	29%



Q16. Have you seen, read, or heard anything recently about Jay Ashcroft?

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr-oft	Eigel	Other	Don't Know	Kehoe	Ashcr-oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr-oft	Eigel	Keh./Ash.	Keh./Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Yes	254	87	70	44	12	36	106	34	47	17	48	28	39	133	254	77	133	57	57
	32%	40%	33%	35%	44%	19%	39%	53%	32%	37%	19%	37%	25%	51%	100%	51%	100%	70%	100%
	100%	34%	28%	17%	5%	14%	42%	13%	18%	7%	19%	11%	15%	52%	100%	30%	52%	22%	22%
No/Not Aware	500	120	135	76	16	143	153	29	90	28	189	45	112	119		70		23	
	63%	56%	64%	60%	56%	74%	57%	45%	62%	63%	75%	59%	71%	46%		46%		29%	
	100%	24%	27%	15%	3%	29%	31%	6%	18%	6%	38%	9%	22%	24%		14%		5%	
Don't Know	27	7	6	2		12	6	1	4		16	1	5	5		2		1	
	3%	3%	3%	2%		6%	2%	1%	3%		6%	2%	3%	2%		1%		1%	
	100%	25%	21%	9%		45%	22%	3%	15%		57%	5%	19%	20%		8%		4%	
Prefer not to answer	18	2	1	4		2	4	1	5			2	1	3		4			
	2%	1%	0%	3%		1%	1%	2%	4%			2%	1%	1%		2%			
	100%	12%	5%	23%		13%	22%	7%	29%			9%	5%	15%		20%			

Q16. Have you seen, read, or heard anything recently about Jay Ashcroft?

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Yes	254	149	38	146	91	185	84	47	177	113	181	54	59	21	62	33
	32%	40%	50%	32%	51%	38%	37%	66%	39%	49%	44%	33%	34%	32%	37%	28%
	100%	59%	15%	57%	36%	73%	33%	19%	69%	44%	71%	21%	23%	8%	25%	13%
No/Not Aware	500	206	31	290	78	270	127	23	236	102	208	98	112	43	98	82
	63%	56%	41%	63%	44%	55%	56%	32%	53%	45%	51%	60%	64%	64%	58%	68%
	100%	41%	6%	58%	16%	54%	25%	5%	47%	20%	42%	20%	22%	9%	20%	16%
Don't Know	27	9	2	17	6	18	8	1	17	6	12	7	2	2	7	4
	3%	3%	3%	4%	3%	4%	4%	1%	4%	3%	3%	4%	1%	4%	4%	3%
	100%	34%	8%	63%	21%	67%	31%	3%	62%	22%	42%	26%	6%	9%	25%	14%
Prefer not to answer	18	4	4	7	3	18	8		18	7	8	6	3	1	2	1
	2%	1%	5%	2%	2%	4%	4%		4%	3%	2%	4%	2%	1%	1%	1%
	100%	23%	23%	40%	16%	100%	46%		100%	40%	45%	33%	16%	4%	10%	8%

Q16. Have you seen, read, or heard anything recently about Jay Ashcroft?

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Yes	254	53	33	24	23	70	38	29	84	34	26	44
	32%	28%	31%	31%	40%	29%	23%	39%	48%	24%	32%	27%
	100%	21%	13%	9%	9%	27%	15%	11%	33%	13%	10%	17%
No/Not Aware	500	127	70	46	34	160	117	43	80	100	52	108
	63%	67%	65%	60%	58%	66%	71%	57%	46%	71%	65%	66%
	100%	25%	14%	9%	7%	32%	23%	9%	16%	20%	10%	22%
Don't Know	27	8	1	2		12	6		3	6	3	9
	3%	4%	1%	2%		5%	4%		2%	4%	3%	6%
	100%	30%	5%	7%		43%	21%		13%	23%	10%	33%
Prefer not to answer	18	2	3	5	1	2	5	3	7	1		2
	2%	1%	3%	6%	2%	1%	3%	4%	4%	1%		1%
	100%	11%	16%	25%	7%	11%	30%	17%	36%	7%		11%

Q18. Have you seen, read, or heard anything recently about Bill Eigel?

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Yes	152	103	49	54	53	46	57	47	11	39	24	36	88	124	48	103	32	70	16	32
	19%	25%	13%	25%	19%	15%	30%	20%	10%	14%	21%	17%	20%	19%	12%	27%	16%	33%	8%	19%
	100%	68%	32%	35%	35%	30%	37%	31%	7%	25%	16%	24%	58%	82%	31%	67%	21%	46%	11%	21%
No/Not Aware	612	295	318	154	209	249	122	173	97	220	93	169	336	505	339	265	156	132	183	133
	77%	71%	83%	71%	75%	82%	65%	75%	87%	81%	79%	78%	75%	76%	84%	69%	79%	62%	88%	78%
	100%	48%	52%	25%	34%	41%	20%	28%	16%	36%	15%	28%	55%	83%	55%	43%	26%	21%	30%	22%
Don't Know	21	12	9	5	9	6	4	8	2	6		8	13	20	12	8	6	7	6	1
	3%	3%	2%	3%	3%	2%	2%	3%	2%	2%		4%	3%	3%	3%	2%	3%	3%	3%	1%
	100%	59%	41%	26%	45%	29%	21%	38%	11%	29%		36%	60%	96%	57%	39%	26%	33%	31%	6%
Prefer not to answer	14	7	7	2	8	4	4	4	1	5		3	10	13	7	6	4	3	4	3
	2%	2%	2%	1%	3%	1%	2%	2%	1%	2%		1%	2%	2%	2%	2%	2%	1%	2%	2%
	100%	52%	48%	16%	58%	26%	27%	25%	10%	38%		22%	68%	90%	49%	41%	25%	17%	25%	24%

Q18. Have you seen, read, or heard anything recently about Bill Eigel?

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Yes	152	43	98	90	54	20	33	85	46	105	31	8
	19%	15%	23%	20%	19%	12%	15%	29%	21%	19%	26%	13%
	100%	28%	64%	59%	36%	13%	22%	56%	30%	69%	20%	5%
No/Not Aware	612	240	315	342	225	141	170	194	165	438	77	51
	77%	83%	72%	76%	78%	86%	79%	66%	74%	78%	67%	85%
	100%	39%	51%	56%	37%	23%	28%	32%	27%	72%	13%	8%
Don't Know	21	4	13	9	6	2	9	8	7	12	5	1
	3%	1%	3%	2%	2%	1%	4%	3%	3%	2%	4%	2%
	100%	19%	63%	42%	27%	10%	43%	37%	34%	55%	24%	6%
Prefer not to answer	14	3	10	7	3	1	3	6	4	9	3	
	2%	1%	2%	2%	1%	1%	1%	2%	2%	2%	3%	
	100%	24%	66%	51%	21%	6%	21%	44%	30%	60%	21%	

Q18. Have you seen, read, or heard anything recently about Bill Eigel?

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Yes	152	114	38	81	105	44	64	69	19	133	88	99	111	81	18
	19%	18%	22%	23%	21%	16%	25%	15%	23%	19%	16%	20%	22%	24%	13%
	100%	75%	25%	53%	69%	29%	42%	45%	13%	87%	58%	73%	81%	59%	13%
No/Not Aware	612	476	136	253	378	226	184	365	63	549	428	364	371	246	118
	77%	76%	77%	72%	74%	82%	71%	80%	77%	76%	79%	75%	73%	72%	82%
	100%	78%	22%	41%	62%	37%	30%	60%	10%	90%	70%	67%	69%	45%	22%
Don't Know	21	20	1	10	17	2	8	13		21	13	15	14	10	4
	3%	3%	1%	3%	3%	1%	3%	3%		3%	2%	3%	3%	3%	3%
	100%	94%	6%	48%	82%	11%	39%	61%		100%	61%	70%	69%	50%	21%
Prefer not to answer	14	14		7	13	2	3	11		14	11	9	10	5	4
	2%	2%		2%	2%	1%	1%	2%		2%	2%	2%	2%	1%	3%
	100%	100%		52%	88%	12%	22%	78%		100%	78%	62%	71%	34%	29%

Q18. Have you seen, read, or heard anything recently about Bill Eigel?

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Yes	152	34	16	82	5	11	37	12	83	7	11	7	5	82	77	152	57	82	57
	19%	16%	8%	64%	17%	6%	14%	19%	57%	15%	4%	9%	3%	31%	30%	100%	43%	100%	100%
	100%	23%	11%	53%	3%	7%	24%	8%	54%	4%	7%	4%	4%	53%	51%	100%	37%	53%	37%
No/Not Aware	612	172	189	41	22	176	221	52	57	38	232	66	145	172	168		73		
	77%	80%	89%	32%	81%	91%	82%	80%	39%	85%	92%	87%	93%	66%	66%		55%		
	100%	28%	31%	7%	4%	29%	36%	8%	9%	6%	38%	11%	24%	28%	28%		12%		
Don't Know	21	8	4	2	1	6	8	1	4		8	2	4	6	7		3		
	3%	4%	2%	2%	2%	3%	3%	1%	3%		3%	2%	2%	2%	3%		2%		
	100%	37%	21%	10%	3%	28%	36%	3%	18%		39%	7%	18%	28%	32%		15%		
Prefer not to answer	14	1	2	2		1	3		2		1	2	2	2	2				
	2%	1%	1%	2%		1%	1%		2%		1%	2%	1%	1%	1%				
	100%	9%	16%	16%		9%	21%		16%		10%	12%	16%	12%	14%				

Q18. Have you seen, read, or heard anything recently about Bill Eigel?

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor-able	Unfav-or.	Favor-able	Unfav-or.	Aware	Favor-able	Unfav-or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel-lite	Ante-nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Yes	152	83	36	68	65	152	102	38	135	105	109	22	25	14	38	25
	19%	22%	47%	15%	37%	31%	45%	54%	30%	46%	27%	13%	14%	21%	22%	21%
	100%	54%	23%	44%	43%	100%	67%	25%	89%	69%	72%	14%	16%	9%	25%	17%
No/Not Aware	612	272	37	375	105	303	106	32	278	106	282	136	144	48	126	89
	77%	74%	49%	81%	59%	62%	47%	45%	62%	46%	69%	83%	82%	72%	74%	74%
	100%	44%	6%	61%	17%	50%	17%	5%	45%	17%	46%	22%	24%	8%	21%	15%
Don't Know	21	10	1	11	7	21	12	1	20	11	12	2	3	3	5	5
	3%	3%	2%	2%	4%	4%	5%	1%	4%	5%	3%	1%	2%	5%	3%	4%
	100%	49%	6%	52%	31%	100%	59%	4%	94%	50%	55%	8%	14%	16%	22%	22%
Prefer not to answer	14	5	2	7	1	14	7		14	7	7	5	3	1	1	1
	2%	1%	3%	1%	0%	3%	3%		3%	3%	2%	3%	2%	2%	0%	1%
	100%	32%	16%	47%	6%	100%	47%		100%	47%	47%	33%	22%	9%	6%	10%



Q18. Have you seen, read, or heard anything recently about Bill Eigel?

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Yes	152	32	20	23	15	61	22	10	33	27	18	42
	19%	17%	19%	30%	26%	25%	13%	13%	19%	19%	23%	26%
	100%	21%	13%	15%	10%	40%	14%	6%	22%	18%	12%	28%
No/Not Aware	612	150	82	50	40	172	134	62	133	111	59	113
	77%	79%	77%	66%	69%	71%	81%	82%	77%	79%	73%	69%
	100%	24%	13%	8%	7%	28%	22%	10%	22%	18%	10%	18%
Don't Know	21	6	3	1	1	9	5		4	3	2	7
	3%	3%	3%	1%	2%	4%	3%		2%	2%	2%	4%
	100%	29%	13%	4%	4%	41%	24%		21%	14%	9%	32%
Prefer not to answer	14	2	2	2	2	2	5	4	3		1	1
	2%	1%	2%	3%	3%	1%	3%	5%	2%		2%	1%
	100%	14%	12%	15%	13%	17%	37%	25%	21%		10%	7%

Q20-22. Now I am going to read you some things you might hear about Jay Ashcroft between now and the election and have you tell me if each would make you more or less likely to vote for Jay Ashcroft, or if it wouldn't make a difference. Summary Table of Total Less Likely

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Wo-		18- 49	50- 64	65+	18- 54	55+	18- 54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Gra- d.	Non- Coll.	Coll. Gra- d.	Non- Coll.	Coll. Gra- d.
		Men	men																		
	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
	653	326	327	172	236	245	146	180	100	227		97	181	362	542	339	304	159	159	181	145
Q21. Championed bill that allows foreign countries to buy MO farmland	82%	78%	86%	80%	84%	81%	78%	78%	90%	84%		82%	84%	81%	82%	84%	80%	80%	75%	86%	85%
	100%	50%	50%	26%	36%	38%	22%	28%	15%	35%		15%	28%	55%	83%	52%	47%	24%	24%	28%	22%
	623	298	324	161	219	242	128	170	101	223		91	181	340	521	336	279	153	140	183	139
Q20. Has said he is opposed to giving benefits of any kind to veterans	78%	71%	85%	75%	78%	79%	69%	74%	91%	82%		78%	84%	76%	79%	83%	73%	77%	66%	88%	82%
	100%	48%	52%	26%	35%	39%	21%	27%	16%	36%		15%	29%	55%	84%	54%	45%	25%	23%	29%	22%
	609	302	307	150	226	233	133	169	91	216		75	167	356	523	326	273	151	143	175	130
Q22. Has accepted thousands in free travel, lodging from liberal groups	76%	72%	80%	70%	81%	77%	71%	73%	81%	80%		64%	77%	80%	79%	80%	72%	76%	68%	84%	76%
	100%	50%	50%	25%	37%	38%	22%	28%	15%	36%		12%	27%	58%	86%	54%	45%	25%	24%	29%	21%

Q20-22. Now I am going to read you some things you might hear about Jay Ashcroft between now and the election and have you tell me if each would make you more or less likely to vote for Jay Ashcroft, or if it wouldn't make a difference. Summary Table of Total Less Likely

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50- 100K	>100K	Yes	No	Fathers	Moth- ers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
	653	230	369	353	248	134	185	232	185	459	91	54
Q21. Championed bill that allows foreign countries to buy MO farmland	82%	79%	85%	79%	86%	82%	86%	79%	83%	81%	79%	91%
	100%	35%	56%	54%	38%	20%	28%	36%	28%	70%	14%	8%
	623	220	352	344	234	139	176	215	174	441	80	55
Q20. Has said he is opposed to giving benefits of any kind to veterans	78%	76%	81%	77%	81%	85%	82%	73%	78%	78%	69%	93%
	100%	35%	57%	55%	38%	22%	28%	34%	28%	71%	13%	9%
	609	199	353	337	225	128	174	213	170	431	83	49
Q22. Has accepted thousands in free travel, lodging from liberal groups	76%	69%	81%	75%	78%	78%	81%	72%	76%	77%	72%	82%
	100%	33%	58%	55%	37%	21%	29%	35%	28%	71%	14%	8%

Q20-22. Now I am going to read you some things you might hear about Jay Ashcroft between now and the election and have you tell me if each would make you more or less likely to vote for Jay Ashcroft, or if it wouldn't make a difference. Summary Table of Total Less Likely

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medi- um	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Q21. Championed bill that allows foreign countries to buy MO farmland	653	500	153	289	421	220	208	373	72	581	445	394	406	271	123
	82%	80%	88%	82%	82%	80%	80%	81%	88%	81%	82%	81%	80%	79%	85%
	100%	77%	23%	44%	64%	34%	32%	57%	11%	89%	68%	68%	70%	47%	21%
Q20. Has said he is opposed to giving benefits of any kind to veterans	623	472	151	270	390	224	193	358	72	551	429	380	388	261	120
	78%	76%	86%	77%	76%	82%	74%	78%	87%	77%	80%	78%	77%	76%	83%
	100%	76%	24%	43%	63%	36%	31%	57%	12%	88%	69%	69%	70%	47%	22%
Q22. Has accepted thousands in free travel, lodging from liberal groups	609	474	135	268	392	207	196	348	64	545	412	361	383	251	110
	76%	76%	77%	76%	76%	76%	76%	76%	78%	76%	76%	74%	76%	73%	76%
	100%	78%	22%	44%	64%	34%	32%	57%	11%	89%	68%	67%	71%	46%	20%

Q20-22. Now I am going to read you some things you might hear about Jay Ashcroft between now and the election and have you tell me if each would make you more or less likely to vote for Jay Ashcroft, or if it wouldn't make a difference. Summary Table of Total Less Likely

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Keh- oe	Ashc- roft	Eigel	Other	Don't Know	Keh- oe	Ashc- roft	Eigel	Other	Don't Know	To		Keh- oe	Ashc- roft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
												Keh- oe	From Ash.						
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Q21. Championed bill that allows foreign countries to buy MO farmland	653	176	157	111	23	169	223	23	127	41	226	64	137	210	191	121	101	69	45
	82%	82%	74%	87%	81%	87%	83%	36%	87%	91%	89%	85%	88%	81%	75%	80%	76%	84%	78%
	100%	27%	24%	17%	3%	26%	34%	4%	19%	6%	35%	10%	21%	32%	29%	19%	16%	10%	7%
Q20. Has said he is opposed to giving benefits of any kind to veterans	623	173	146	97	21	168	218	18	116	38	218	62	131	199	178	102	93	57	37
	78%	80%	69%	77%	75%	87%	81%	27%	79%	85%	86%	83%	84%	76%	70%	67%	70%	69%	65%
	100%	28%	24%	16%	3%	27%	35%	3%	19%	6%	35%	10%	21%	32%	29%	16%	15%	9%	6%
Q22. Has accepted thousands in free travel, lodging from liberal groups	609	159	152	106	17	160	211	20	124	28	212	66	137	196	166	105	87	57	34
	76%	74%	72%	83%	61%	82%	79%	30%	85%	62%	84%	87%	88%	75%	65%	69%	65%	69%	59%
	100%	26%	25%	17%	3%	26%	35%	3%	20%	5%	35%	11%	23%	32%	27%	17%	14%	9%	6%

Q20-22. Now I am going to read you some things you might hear about Jay Ashcroft between now and the election and have you tell me if each would make you more or less likely to vote for Jay Ashcroft, or if it wouldn't make a difference. Summary Table of Total Less Likely

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favo- rable	Unfa- vor.	Favo- rable	Unfa- vor.	Awa- re	Favo- rable	Unfa- vor.	Awa- re All 3	Opin. All 3	Opin. K/A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Q21. Championed bill that allows foreign countries to buy MO farmland	653	305	53	360	151	389	191	44	353	174	325	138	150	54	135	94
	82%	83%	70%	78%	85%	79%	84%	62%	79%	76%	79%	84%	86%	80%	80%	78%
	100%	47%	8%	55%	23%	60%	29%	7%	54%	27%	50%	21%	23%	8%	21%	14%
	623	284	50	338	144	366	174	43	330	157	301	132	145	51	130	90
Q20. Has said he is opposed to giving benefits of any kind to veterans	78%	77%	65%	73%	81%	75%	76%	60%	74%	69%	74%	80%	83%	76%	77%	75%
	100%	46%	8%	54%	23%	59%	28%	7%	53%	25%	48%	21%	23%	8%	21%	14%
	609	288	47	348	125	364	178	32	334	157	304	124	146	52	121	91
Q22. Has accepted thousands in free travel, lodging from liberal groups	76%	78%	62%	76%	70%	74%	78%	46%	75%	69%	74%	76%	83%	78%	71%	76%
	100%	47%	8%	57%	21%	60%	29%	5%	55%	26%	50%	20%	24%	9%	20%	15%

Q20-22. Now I am going to read you some things you might hear about Jay Ashcroft between now and the election and have you tell me if each would make you more or less likely to vote for Jay Ashcroft, or if it wouldn't make a difference. Summary Table of Total Less Likely

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Spring- field	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Q21. Championed bill that allows foreign countries to buy MO farmland	653	157	86	52	47	204	135	59	136	119	66	138
	82%	83%	81%	68%	82%	84%	81%	79%	78%	84%	82%	85%
	100%	24%	13%	8%	7%	31%	21%	9%	21%	18%	10%	21%
Q20. Has said he is opposed to giving benefits of any kind to veterans	623	158	76	56	46	198	129	55	128	113	64	134
	78%	83%	71%	74%	80%	81%	77%	74%	73%	80%	79%	83%
	100%	25%	12%	9%	7%	32%	21%	9%	20%	18%	10%	22%
Q22. Has accepted thousands in free travel, lodging from liberal groups	609	158	74	49	48	186	129	58	127	109	60	127
	76%	83%	69%	65%	83%	77%	78%	77%	73%	77%	74%	78%
	100%	26%	12%	8%	8%	31%	21%	9%	21%	18%	10%	21%

Q20-22. Now I am going to read you some things you might hear about Jay Ashcroft between now and the election and have you tell me if each would make you more or less likely to vote for Jay Ashcroft, or if it wouldn't make a difference. Summary Table of Much Less Likely

		Sex		Age			Men		Women		Self-Ideology				Education		Men		Women	
Population																Coll.		Coll.		Coll.
Column %			Wo-	18-	50-		18-		18-		Lib./	Swt.	Very	Total		Non-	Gra-	Non-	Gra-	Non-
Row %	Total	Men	men	49	64	65+	54	55+	54	55+	Mod.	Con.	Con.	Con.		Coll.	d.	Coll.	d.	Coll.
	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
	575	276	299	148	213	214	120	155	97	202	79	156	327	483	312	253	144	123	167	130
Q21. Championed bill that allows foreign countries to buy MO farmland	72%	66%	78%	69%	76%	70%	64%	67%	87%	75%	67%	72%	73%	73%	77%	66%	73%	58%	80%	76%
	100%	48%	52%	26%	37%	37%	21%	27%	17%	35%	14%	27%	57%	84%	54%	44%	25%	21%	29%	23%
	521	235	286	133	185	203	104	131	91	195	71	144	296	440	300	214	132	99	168	116
Q20. Has said he is opposed to giving benefits of any kind to veterans	65%	56%	75%	62%	66%	67%	56%	57%	82%	72%	61%	67%	66%	66%	74%	56%	67%	47%	81%	68%
	100%	45%	55%	26%	36%	39%	20%	25%	18%	37%	14%	28%	57%	84%	58%	41%	25%	19%	32%	22%
	510	244	266	122	191	196	107	137	76	190	55	140	305	445	287	214	130	107	156	107
Q22. Has accepted thousands in free travel, lodging from liberal groups	64%	58%	70%	57%	68%	64%	57%	59%	68%	70%	47%	65%	68%	67%	71%	56%	66%	50%	75%	63%
	100%	48%	52%	24%	37%	39%	21%	27%	15%	37%	11%	27%	60%	87%	56%	42%	26%	21%	31%	21%



Q20-22. Now I am going to read you some things you might hear about Jay Ashcroft between now and the election and have you tell me if each would make you more or less likely to vote for Jay Ashcroft, or if it wouldn't make a difference. Summary Table of Much Less Likely

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50- 100K	>100K	Yes	No	Fathers	Moth- ers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Q21. Championed bill that allows foreign countries to buy MO farmland	575	199	331	312	216	120	160	203	172	394	82	52
	72%	69%	76%	69%	75%	73%	75%	69%	77%	70%	71%	87%
	100%	35%	58%	54%	38%	21%	28%	35%	30%	69%	14%	9%
Q20. Has said he is opposed to giving benefits of any kind to veterans	521	167	312	292	191	120	149	169	147	365	63	50
	65%	58%	72%	65%	66%	73%	70%	58%	66%	65%	54%	84%
	100%	32%	60%	56%	37%	23%	29%	32%	28%	70%	12%	10%
Q22. Has accepted thousands in free travel, lodging from liberal groups	510	154	314	282	187	110	144	173	149	353	70	42
	64%	53%	72%	63%	65%	67%	67%	59%	67%	63%	61%	71%
	100%	30%	62%	55%	37%	22%	28%	34%	29%	69%	14%	8%

Q20-22. Now I am going to read you some things you might hear about Jay Ashcroft between now and the election and have you tell me if each would make you more or less likely to vote for Jay Ashcroft, or if it wouldn't make a difference. Summary Table of Much Less Likely

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medi- um	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
	575	446	129	266	374	190	185	329	61	514	390	351	355	238	113
Q21. Championed bill that allows foreign countries to buy MO farmland	72%	71%	74%	76%	73%	69%	71%	72%	75%	72%	72%	72%	70%	70%	78%
	100%	78%	22%	46%	65%	33%	32%	57%	11%	89%	68%	69%	69%	47%	22%
Q20. Has said he is opposed to giving benefits of any kind to veterans	521	402	119	237	337	175	162	305	54	467	359	315	326	215	100
	65%	64%	68%	68%	66%	64%	62%	67%	66%	65%	66%	65%	64%	63%	69%
	100%	77%	23%	46%	65%	34%	31%	59%	10%	90%	69%	68%	70%	46%	21%
	510	404	106	237	333	167	167	291	51	459	342	316	319	217	99
Q22. Has accepted thousands in free travel, lodging from liberal groups	64%	65%	61%	67%	65%	61%	64%	64%	62%	64%	63%	65%	63%	63%	69%
	100%	79%	21%	46%	65%	33%	33%	57%	10%	90%	67%	69%	70%	47%	22%

Q20-22. Now I am going to read you some things you might hear about Jay Ashcroft between now and the election and have you tell me if each would make you more or less likely to vote for Jay Ashcroft, or if it wouldn't make a difference. Summary Table of Much Less Likely

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Keh- oe	Ashc- roft	Eigel	Other	Don't Know	Keh- oe	Ashc- roft	Eigel	Other	Don't Know	To		Keh- oe	Ashc- roft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
												Keh- oe	From Ash.						
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Q21. Championed bill that allows foreign countries to buy MO farmland	575	159	125	99	21	155	199	12	112	35	205	53	116	190	162	109	90	63	41
	72%	74%	59%	78%	75%	80%	74%	18%	76%	78%	81%	71%	74%	73%	64%	71%	68%	77%	72%
	100%	28%	22%	17%	4%	27%	35%	2%	19%	6%	36%	9%	20%	33%	28%	19%	16%	11%	7%
Q20. Has said he is opposed to giving benefits of any kind to veterans	521	149	111	80	18	148	180	10	98	31	188	45	102	166	140	85	73	46	28
	65%	69%	52%	63%	66%	76%	67%	16%	67%	70%	74%	60%	65%	64%	55%	56%	55%	57%	49%
	100%	29%	21%	15%	3%	28%	35%	2%	19%	6%	36%	9%	20%	32%	27%	16%	14%	9%	5%
Q22. Has accepted thousands in free travel, lodging from liberal groups	510	136	119	94	14	131	177	7	111	25	177	51	115	165	138	91	73	51	32
	64%	63%	56%	74%	52%	68%	66%	11%	76%	54%	70%	67%	74%	63%	54%	60%	55%	63%	56%
	100%	27%	23%	18%	3%	26%	35%	1%	22%	5%	35%	10%	23%	32%	27%	18%	14%	10%	6%

Q20-22. Now I am going to read you some things you might hear about Jay Ashcroft between now and the election and have you tell me if each would make you more or less likely to vote for Jay Ashcroft, or if it wouldn't make a difference. Summary Table of Much Less Likely

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favo- rable	Unfa- vor.	Favo- rable	Unfa- vor.	Awa- re	Favo- rable	Unfa- vor.	Awa- re All 3	Opin. All 3	Opin. K/A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Q21. Championed bill that allows foreign countries to buy MO farmland	575	267	43	298	141	345	169	36	314	152	278	121	131	46	118	88
	72%	72%	56%	65%	79%	70%	74%	50%	70%	66%	68%	74%	75%	69%	70%	74%
	100%	46%	7%	52%	25%	60%	29%	6%	55%	26%	48%	21%	23%	8%	20%	15%
Q20. Has said he is opposed to giving benefits of any kind to veterans	521	228	44	265	125	299	144	28	269	123	240	107	126	41	101	76
	65%	62%	57%	58%	70%	61%	63%	40%	60%	54%	59%	65%	72%	61%	60%	63%
	100%	44%	8%	51%	24%	57%	28%	5%	52%	24%	46%	20%	24%	8%	19%	15%
Q22. Has accepted thousands in free travel, lodging from liberal groups	510	237	39	270	114	313	160	23	284	133	246	102	122	45	97	76
	64%	64%	51%	59%	64%	64%	70%	33%	63%	58%	60%	62%	69%	68%	57%	63%
	100%	46%	8%	53%	22%	61%	31%	5%	56%	26%	48%	20%	24%	9%	19%	15%

Q20-22. Now I am going to read you some things you might hear about Jay Ashcroft between now and the election and have you tell me if each would make you more or less likely to vote for Jay Ashcroft, or if it wouldn't make a difference. Summary Table of Much Less Likely

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Spring- field	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Q21. Championed bill that allows foreign countries to buy MO farmland	575	146	67	46	42	181	111	48	127	107	55	126
	72%	77%	63%	61%	72%	74%	67%	64%	73%	76%	68%	78%
	100%	25%	12%	8%	7%	31%	19%	8%	22%	19%	10%	22%
Q20. Has said he is opposed to giving benefits of any kind to veterans	521	145	53	39	38	161	108	46	108	98	48	114
	65%	76%	49%	52%	66%	66%	65%	61%	62%	69%	59%	70%
	100%	28%	10%	8%	7%	31%	21%	9%	21%	19%	9%	22%
Q22. Has accepted thousands in free travel, lodging from liberal groups	510	137	55	38	39	154	104	46	110	96	45	108
	64%	72%	52%	50%	68%	63%	63%	61%	63%	68%	56%	67%
	100%	27%	11%	7%	8%	30%	20%	9%	22%	19%	9%	21%

Q20. Despite their service to our country, Jay Ashcroft has said he is opposed to giving benefits of any kind to veterans. Ashcroft even went so far as to say he is opposed to veterans' discounts.

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Much More Likely	9	6	4	4	4	1	2	3	2	2	2	2	5	8	5	5	3	3	2	2
	1%	1%	1%	2%	1%	0%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	100%	59%	41%	45%	43%	11%	25%	34%	21%	20%	20%	22%	58%	80%	49%	51%	30%	29%	19%	22%
A Little More Likely	10	5	5	1	4	5	2	2		5	2	2	4	6	3	6	2	2	1	4
	1%	1%	1%	0%	1%	2%	1%	1%		2%	2%	1%	1%	1%	1%	2%	1%	1%	0%	2%
	100%	49%	51%	11%	38%	51%	24%	25%		51%	22%	19%	40%	59%	35%	65%	25%	24%	11%	40%
A Little Less Likely	102	64	38	28	34	39	24	40	10	28	20	37	44	81	36	65	21	42	15	23
	13%	15%	10%	13%	12%	13%	13%	17%	9%	10%	17%	17%	10%	12%	9%	17%	11%	20%	7%	14%
	100%	63%	37%	28%	34%	38%	24%	39%	10%	28%	20%	36%	43%	80%	35%	64%	21%	41%	14%	23%
Much Less Likely	521	235	286	133	185	203	104	131	91	195	71	144	296	440	300	214	132	99	168	116
	65%	56%	75%	62%	66%	67%	56%	57%	82%	72%	61%	67%	66%	66%	74%	56%	67%	47%	81%	68%
	100%	45%	55%	26%	36%	39%	20%	25%	18%	37%	14%	28%	57%	84%	58%	41%	25%	19%	32%	22%
No Difference	111	76	34	41	35	35	44	32	7	27	20	20	69	89	39	71	24	53	16	18
	14%	18%	9%	19%	12%	12%	24%	14%	7%	10%	17%	9%	15%	13%	10%	19%	12%	25%	8%	11%
	100%	69%	31%	37%	31%	32%	40%	29%	7%	24%	18%	18%	62%	81%	36%	64%	21%	48%	14%	17%
Don't Know	25	18	7	3	9	13	4	14	1	6	2	8	11	20	13	11	9	8	5	3
	3%	4%	2%	2%	3%	4%	2%	6%	1%	2%	2%	4%	3%	3%	3%	3%	4%	4%	2%	2%
	100%	71%	29%	13%	35%	52%	16%	55%	5%	24%	9%	33%	46%	79%	53%	43%	35%	32%	18%	11%
Refused	23	15	8	4	10	9	6	9		8		2	17	20	10	9	7	5	3	4
	3%	4%	2%	2%	4%	3%	3%	4%		3%		1%	4%	3%	2%	2%	3%	3%	1%	2%
	100%	66%	34%	18%	44%	38%	25%	41%		34%		10%	77%	87%	42%	41%	30%	23%	12%	18%
Total More Likely	19	10	9	5	8	6	5	6	2	7	4	4	9	13	8	11	5	5	3	6
	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	3%	3%	2%	1%	3%
	100%	54%	46%	28%	40%	32%	24%	29%	10%	36%	21%	20%	49%	69%	42%	58%	27%	27%	15%	31%
Total Less Likely	623	298	324	161	219	242	128	170	101	223	91	181	340	521	336	279	153	140	183	139
	78%	71%	85%	75%	78%	79%	69%	74%	91%	82%	78%	84%	76%	79%	83%	73%	77%	66%	88%	82%
	100%	48%	52%	26%	35%	39%	21%	27%	16%	36%	15%	29%	55%	84%	54%	45%	25%	23%	29%	22%

Q20. Despite their service to our country, Jay Ashcroft has said he is opposed to giving benefits of any kind to veterans. Ashcroft even went so far as to say he is opposed to veterans' discounts.

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Much More Likely	9	4	3	3	2	3	2	5	2	6		
	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%		
	100%	43%	34%	29%	25%	29%	19%	52%	19%	68%		
A Little More Likely	10	7	1	7	2	2	1	4	3	7		
	1%	3%	0%	2%	1%	1%	0%	1%	1%	1%		
	100%	76%	8%	76%	24%	19%	11%	43%	27%	73%		
A Little Less Likely	102	52	40	52	44	19	27	46	26	75	17	5
	13%	18%	9%	12%	15%	12%	13%	16%	12%	13%	15%	9%
	100%	52%	40%	51%	43%	19%	26%	45%	26%	74%	17%	5%
Much Less Likely	521	167	312	292	191	120	149	169	147	365	63	50
	65%	58%	72%	65%	66%	73%	70%	58%	66%	65%	54%	84%
	100%	32%	60%	56%	37%	23%	29%	32%	28%	70%	12%	10%
No Difference	111	46	50	66	37	11	31	54	39	72	32	4
	14%	16%	11%	15%	13%	7%	15%	18%	18%	13%	28%	7%
	100%	41%	45%	59%	33%	10%	28%	48%	35%	65%	29%	4%
Don't Know	25	10	12	16	7	3	3	8	3	20	2	
	3%	4%	3%	3%	3%	2%	1%	3%	1%	4%	2%	
	100%	42%	49%	62%	30%	11%	13%	32%	11%	80%	8%	
Refused	23	3	17	14	5	7	1	8	3	18	2	
	3%	1%	4%	3%	2%	4%	1%	3%	1%	3%	2%	
	100%	15%	75%	62%	20%	29%	5%	35%	12%	78%	8%	
Total More Likely	19	11	4	10	5	5	3	9	4	13		
	2%	4%	1%	2%	2%	3%	1%	3%	2%	2%		
	100%	59%	21%	53%	25%	24%	15%	48%	23%	71%		
Total Less Likely	623	220	352	344	234	139	176	215	174	441	80	55
	78%	76%	81%	77%	81%	85%	82%	73%	78%	78%	69%	93%
	100%	35%	57%	55%	38%	22%	28%	34%	28%	71%	13%	9%

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Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Much More Likely	9	9		3	6	3	4	5		9	5	6	7	5	1
	1%	2%		1%	1%	1%	2%	1%		1%	1%	1%	1%	2%	0%
	100%	100%		36%	63%	37%	43%	57%		100%	57%	63%	70%	56%	8%
A Little More Likely	10	8	2	1	6	3	5	4		10	4	7	8	7	
	1%	1%	1%	0%	1%	1%	2%	1%		1%	1%	1%	2%	2%	
	100%	78%	22%	8%	67%	33%	54%	46%		100%	46%	84%	93%	84%	
A Little Less Likely	102	70	32	32	53	49	31	53	18	84	71	66	62	46	20
	13%	11%	18%	9%	10%	18%	12%	12%	22%	12%	13%	14%	12%	13%	14%
	100%	69%	31%	32%	52%	48%	31%	52%	18%	82%	69%	75%	70%	52%	23%
Much Less Likely	521	402	119	237	337	175	162	305	54	467	359	315	326	215	100
	65%	64%	68%	68%	66%	64%	62%	67%	66%	65%	66%	65%	64%	63%	69%
	100%	77%	23%	46%	65%	34%	31%	59%	10%	90%	69%	68%	70%	46%	21%
No Difference	111	91	19	50	74	34	43	58	10	101	67	63	72	50	13
	14%	15%	11%	14%	14%	13%	17%	13%	12%	14%	12%	13%	14%	15%	9%
	100%	82%	18%	45%	67%	31%	39%	52%	9%	91%	61%	65%	74%	52%	14%
Don't Know	25	22	3	15	16	7	7	17	1	24	18	17	17	12	5
	3%	4%	2%	4%	3%	3%	3%	4%	1%	3%	3%	4%	3%	3%	4%
	100%	88%	12%	60%	64%	28%	29%	68%	3%	97%	71%	73%	74%	50%	23%
Refused	23	23		13	21	2	7	16		23	16	13	15	8	5
	3%	4%		4%	4%	1%	3%	3%		3%	3%	3%	3%	2%	3%
	100%	100%		55%	93%	7%	30%	70%		100%	70%	57%	70%	35%	23%
Total More Likely	19	17	2	4	12	7	9	10		19	10	13	14	12	1
	2%	3%	1%	1%	2%	2%	4%	2%		3%	2%	3%	3%	4%	0%
	100%	89%	11%	22%	65%	35%	49%	51%		100%	51%	73%	81%	69%	4%
Total Less Likely	623	472	151	270	390	224	193	358	72	551	429	380	388	261	120
	78%	76%	86%	77%	76%	82%	74%	78%	87%	77%	80%	78%	77%	76%	83%
	100%	76%	24%	43%	63%	36%	31%	57%	12%	88%	69%	69%	70%	47%	22%



Q20. Despite their service to our country, Jay Ashcroft has said he is opposed to giving benefits of any kind to veterans. Ashcroft even went so far as to say he is opposed to veterans' discounts.

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Ashcr-oft					Ashcr-oft					To Kehoe	From Ash.	Ashcr-oft					All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Much More Likely	9	3	2	0		3	4	2	0	1	2	2	2	4	5	3	4	2	2
	1%	1%	1%	0%		1%	2%	3%	0%	2%	1%	2%	1%	2%	2%	2%	3%	3%	4%
	100%	29%	24%	5%		29%	46%	21%	5%	8%	21%	16%	16%	47%	48%	30%	40%	22%	22%
A Little More Likely	10	3	2	1	2	2	3	3	1	1	3	1	1	2	7	1	2	1	1
	1%	1%	1%	1%	7%	1%	1%	4%	0%	1%	1%	1%	0%	1%	3%	1%	1%	1%	1%
	100%	30%	22%	8%	19%	22%	32%	30%	6%	6%	27%	8%	6%	16%	73%	13%	16%	5%	5%
A Little Less Likely	102	24	35	18	3	21	38	8	18	7	30	17	29	33	38	17	20	10	9
	13%	11%	17%	14%	9%	11%	14%	12%	12%	15%	12%	23%	18%	13%	15%	11%	15%	13%	16%
	100%	24%	34%	17%	3%	20%	37%	7%	18%	7%	29%	17%	28%	33%	37%	17%	20%	10%	9%
Much Less Likely	521	149	111	80	18	148	180	10	98	31	188	45	102	166	140	85	73	46	28
	65%	69%	52%	63%	66%	76%	67%	16%	67%	70%	74%	60%	65%	64%	55%	56%	55%	57%	49%
	100%	29%	21%	15%	3%	28%	35%	2%	19%	6%	36%	9%	20%	32%	27%	16%	14%	9%	5%
No Difference	111	31	44	17	3	14	36	36	19	4	16	8	12	43	46	35	25	17	13
	14%	14%	21%	14%	9%	7%	13%	55%	13%	8%	6%	10%	8%	16%	18%	23%	19%	21%	22%
	100%	28%	40%	16%	2%	13%	32%	32%	17%	3%	15%	7%	11%	38%	42%	31%	23%	15%	11%
Don't Know	25	2	11	5	1	6	2	4	5	2	11		7	6	11	6	5	4	3
	3%	1%	5%	4%	3%	3%	1%	7%	3%	4%	4%		4%	2%	4%	4%	4%	5%	6%
	100%	8%	44%	19%	3%	23%	8%	17%	19%	8%	42%		27%	25%	45%	25%	19%	17%	14%
Refused	23	4	7	6	2	1	6	2	6		3	3	5	7	7	6	5	1	1
	3%	2%	3%	5%	7%	1%	2%	3%	4%		1%	4%	3%	3%	3%	4%	4%	2%	2%
	100%	17%	29%	26%	8%	6%	27%	9%	26%		15%	13%	20%	31%	30%	24%	21%	6%	6%
Total More Likely	19	6	4	1	2	5	7	5	1	1	5	2	2	6	12	4	5	3	3
	2%	3%	2%	1%	7%	2%	3%	7%	1%	3%	2%	3%	1%	2%	5%	3%	4%	3%	5%
	100%	30%	23%	6%	10%	25%	39%	25%	5%	7%	24%	12%	11%	31%	61%	21%	28%	14%	14%
Total Less Likely	623	173	146	97	21	168	218	18	116	38	218	62	131	199	178	102	93	57	37
	78%	80%	69%	77%	75%	87%	81%	27%	79%	85%	86%	83%	84%	76%	70%	67%	70%	69%	65%
	100%	28%	24%	16%	3%	27%	35%	3%	19%	6%	35%	10%	21%	32%	29%	16%	15%	9%	6%

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Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Much More Likely	9	5	1	3	2	8	3	2	8	4	5	3	2	1	1	1
	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%	1%	0%	1%
	100%	58%	8%	37%	18%	83%	28%	18%	83%	46%	55%	31%	25%	8%	8%	13%
A Little More Likely	10	4	3	6	3	10	4	2	10	6	7	2	3		2	2
	1%	1%	3%	1%	2%	2%	2%	3%	2%	3%	2%	1%	2%		1%	2%
	100%	46%	27%	68%	32%	100%	38%	25%	100%	62%	73%	24%	35%		18%	22%
A Little Less Likely	102	57	6	74	19	67	29	14	61	34	61	25	19	10	30	14
	13%	15%	8%	16%	11%	14%	13%	20%	14%	15%	15%	15%	11%	15%	17%	12%
	100%	56%	6%	72%	19%	66%	29%	14%	60%	33%	60%	25%	18%	10%	29%	14%
Much Less Likely	521	228	44	265	125	299	144	28	269	123	240	107	126	41	101	76
	65%	62%	57%	58%	70%	61%	63%	40%	60%	54%	59%	65%	72%	61%	60%	63%
	100%	44%	8%	51%	24%	57%	28%	5%	52%	24%	46%	20%	24%	8%	19%	15%
No Difference	111	60	15	86	19	71	31	22	67	47	73	15	17	15	27	23
	14%	16%	19%	19%	10%	15%	14%	31%	15%	20%	18%	9%	9%	22%	16%	19%
	100%	54%	13%	78%	17%	64%	28%	20%	61%	42%	66%	13%	15%	13%	24%	21%
Don't Know	25	7	2	10	7	20	8	2	16	6	9	7	4	1	4	2
	3%	2%	3%	2%	4%	4%	4%	3%	4%	2%	2%	5%	2%	1%	3%	2%
	100%	28%	10%	39%	30%	80%	33%	8%	66%	22%	35%	30%	15%	3%	17%	8%
Refused	23	8	6	16	3	16	9		16	9	14	5	4		5	1
	3%	2%	8%	3%	1%	3%	4%		4%	4%	3%	3%	2%		3%	1%
	100%	35%	26%	70%	11%	72%	40%		72%	40%	61%	22%	19%		22%	6%
Total More Likely	19	10	3	10	5	17	6	4	17	10	12	5	6	1	3	3
	2%	3%	4%	2%	3%	4%	3%	6%	4%	5%	3%	3%	3%	1%	1%	3%
	100%	52%	18%	52%	25%	92%	33%	21%	92%	54%	64%	28%	30%	4%	13%	18%
Total Less Likely	623	284	50	338	144	366	174	43	330	157	301	132	145	51	130	90
	78%	77%	65%	73%	81%	75%	76%	60%	74%	69%	74%	80%	83%	76%	77%	75%
	100%	46%	8%	54%	23%	59%	28%	7%	53%	25%	48%	21%	23%	8%	21%	14%

Q20. Despite their service to our country, Jay Ashcroft has said he is opposed to giving benefits of any kind to veterans. Ashcroft even went so far as to say he is opposed to veterans' discounts.

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Much More Likely	9	1	0	2		3	1	2	2	3	1	2
	1%	0%	0%	2%		1%	0%	2%	1%	2%	1%	1%
	100%	8%	5%	19%		30%	8%	16%	17%	29%	8%	22%
A Little More Likely	10	1	2	1	1	3	1	2	5		2	1
	1%	1%	1%	2%	2%	1%	0%	2%	3%		2%	1%
	100%	11%	17%	14%	13%	27%	8%	17%	49%		16%	11%
A Little Less Likely	102	13	24	17	8	36	21	9	20	15	16	20
	13%	7%	22%	22%	14%	15%	12%	13%	12%	11%	20%	13%
	100%	13%	23%	16%	8%	36%	20%	9%	20%	15%	16%	20%
Much Less Likely	521	145	53	39	38	161	108	46	108	98	48	114
	65%	76%	49%	52%	66%	66%	65%	61%	62%	69%	59%	70%
	100%	28%	10%	8%	7%	31%	21%	9%	21%	19%	9%	22%
No Difference	111	18	23	10	6	31	27	12	23	18	10	20
	14%	9%	22%	13%	11%	13%	16%	15%	13%	13%	13%	12%
	100%	16%	21%	9%	6%	28%	25%	10%	21%	16%	9%	18%
Don't Know	25	6	4	4		6	5	2	8	4	3	3
	3%	3%	4%	5%		3%	3%	2%	5%	3%	4%	2%
	100%	25%	17%	14%		25%	19%	7%	33%	16%	12%	13%
Refused	23	6	1	3	4	3	4	3	8	4	2	2
	3%	3%	1%	4%	7%	1%	2%	4%	5%	3%	2%	1%
	100%	26%	4%	14%	18%	15%	18%	14%	37%	17%	7%	8%
Total More Likely	19	2	2	3	1	5	2	3	6	3	2	3
	2%	1%	2%	4%	2%	2%	1%	4%	4%	2%	3%	2%
	100%	9%	11%	16%	7%	28%	8%	16%	33%	14%	12%	16%
Total Less Likely	623	158	76	56	46	198	129	55	128	113	64	134
	78%	83%	71%	74%	80%	81%	77%	74%	73%	80%	79%	83%
	100%	25%	12%	9%	7%	32%	21%	9%	20%	18%	10%	22%

Q21. Jay Ashcroft championed a bill in the state legislature that allows foreign countries such as China to buy up tens of thousands of acres of Missouri farmland and land near military bases, potentially putting base security at risk.

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Much More Likely	12	8	5	5	5	3	4	3	1	4	3	1	8	9	8	5	4	4	4	1
	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	3%	1%	2%	1%	2%	1%	2%	2%	2%	0%
	100%	61%	39%	39%	39%	23%	33%	28%	6%	33%	25%	11%	65%	75%	62%	38%	30%	31%	32%	7%
A Little More Likely	7	3	4	1	3	3	1	2	1	3	3	2	2	5	1	6		3	1	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	2%		2%	0%	2%
	100%	46%	54%	15%	39%	46%	15%	31%	12%	42%	35%	31%	34%	65%	12%	88%		46%	12%	42%
A Little Less Likely	78	50	28	23	23	32	25	25	3	25	18	25	35	60	28	51	14	36	13	15
	10%	12%	7%	11%	8%	10%	14%	11%	3%	9%	15%	12%	8%	9%	7%	13%	7%	17%	6%	9%
	100%	64%	36%	30%	30%	41%	32%	32%	4%	32%	23%	32%	45%	76%	35%	65%	18%	46%	17%	19%
Much Less Likely	575	276	299	148	213	214	120	155	97	202	79	156	327	483	312	253	144	123	167	130
	72%	66%	78%	69%	76%	70%	64%	67%	87%	75%	67%	72%	73%	73%	77%	66%	73%	58%	80%	76%
	100%	48%	52%	26%	37%	37%	21%	27%	17%	35%	14%	27%	57%	84%	54%	44%	25%	21%	29%	23%
No Difference	79	51	29	30	19	30	28	23	9	20	14	21	44	65	37	43	21	30	16	12
	10%	12%	7%	14%	7%	10%	15%	10%	8%	7%	12%	10%	10%	10%	9%	11%	10%	14%	8%	7%
	100%	64%	36%	38%	25%	38%	35%	29%	11%	25%	17%	27%	55%	82%	46%	54%	26%	38%	20%	16%
Don't Know	26	17	9	4	9	13	3	15	1	7	1	4	18	22	12	14	9	9	3	5
	3%	4%	2%	2%	3%	4%	1%	6%	1%	3%	1%	2%	4%	3%	3%	4%	4%	4%	2%	3%
	100%	66%	34%	15%	35%	50%	10%	56%	5%	29%	5%	17%	70%	87%	46%	54%	33%	34%	13%	21%
Refused	22	13	9	3	8	10	5	8		9		6	13	19	10	10	6	6	4	4
	3%	3%	2%	2%	3%	3%	3%	3%		3%		3%	3%	3%	2%	3%	3%	3%	2%	2%
	100%	59%	41%	15%	38%	47%	23%	36%		41%		27%	59%	86%	44%	45%	26%	27%	18%	19%
Total More Likely	20	11	9	6	8	6	5	6	2	7	6	4	10	14	9	11	4	7	5	4
	2%	3%	2%	3%	3%	2%	3%	2%	1%	3%	5%	2%	2%	2%	2%	3%	2%	3%	2%	2%
	100%	55%	45%	30%	39%	31%	26%	29%	8%	36%	29%	18%	53%	71%	44%	56%	19%	37%	25%	20%
Total Less Likely	653	326	327	172	236	245	146	180	100	227	97	181	362	542	339	304	159	159	181	145
	82%	78%	86%	80%	84%	81%	78%	78%	90%	84%	82%	84%	81%	82%	84%	80%	80%	75%	86%	85%
	100%	50%	50%	26%	36%	38%	22%	28%	15%	35%	15%	28%	55%	83%	52%	47%	24%	24%	28%	22%

Q21. Jay Ashcroft championed a bill in the state legislature that allows foreign countries such as China to buy up tens of thousands of acres of Missouri farmland and land near military bases, potentially putting base security at risk.

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Much More Likely	12	5	7	6	4	5	1	6	1	10	1	
	2%	2%	1%	1%	1%	3%	1%	2%	0%	2%	1%	
	100%	41%	53%	45%	29%	41%	10%	50%	8%	82%	8%	
A Little More Likely	7	3	3	6	1	1	3	2	1	6		1
	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%		1%
	100%	36%	38%	90%	10%	10%	43%	26%	12%	88%		12%
A Little Less Likely	78	31	38	41	32	14	25	29	13	65	10	2
	10%	11%	9%	9%	11%	9%	11%	10%	6%	12%	8%	3%
	100%	39%	49%	53%	41%	18%	31%	37%	17%	83%	12%	3%
Much Less Likely	575	199	331	312	216	120	160	203	172	394	82	52
	72%	69%	76%	69%	75%	73%	75%	69%	77%	70%	71%	87%
	100%	35%	58%	54%	38%	21%	28%	35%	30%	69%	14%	9%
No Difference	79	35	36	50	26	13	20	37	28	51	19	5
	10%	12%	8%	11%	9%	8%	9%	13%	13%	9%	17%	8%
	100%	44%	45%	63%	33%	16%	25%	47%	36%	64%	24%	6%
Don't Know	26	13	8	20	4	7	4	8	3	21	2	
	3%	4%	2%	4%	1%	4%	2%	3%	1%	4%	2%	
	100%	49%	31%	76%	16%	26%	14%	32%	13%	82%	8%	
Refused	22	5	14	14	6	5	2	7	4	16	2	
	3%	2%	3%	3%	2%	3%	1%	2%	2%	3%	2%	
	100%	23%	64%	65%	25%	22%	9%	32%	18%	72%	8%	
Total More Likely	20	8	9	12	4	6	4	8	2	16	1	1
	2%	3%	2%	3%	1%	4%	2%	3%	1%	3%	1%	1%
	100%	39%	47%	62%	22%	30%	22%	41%	10%	84%	5%	5%
Total Less Likely	653	230	369	353	248	134	185	232	185	459	91	54
	82%	79%	85%	79%	86%	82%	86%	79%	83%	81%	79%	91%
	100%	35%	56%	54%	38%	20%	28%	36%	28%	70%	14%	8%

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Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Much More Likely	12	11	1	4	8	4	6	5	1	11	6	9	9	9	1
	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	3%	0%
	100%	92%	8%	34%	66%	34%	50%	41%	8%	92%	50%	82%	83%	76%	6%
A Little More Likely	7	7		3	5	2	3	4		7	4	4	6	4	
	1%	1%		1%	1%	1%	1%	1%		1%	1%	1%	1%	1%	
	100%	100%		39%	74%	26%	47%	53%		100%	53%	69%	100%	69%	
A Little Less Likely	78	54	24	23	47	30	23	44	11	67	55	43	51	33	10
	10%	9%	14%	7%	9%	11%	9%	10%	13%	9%	10%	9%	10%	10%	7%
	100%	69%	31%	30%	60%	38%	30%	56%	14%	86%	70%	61%	73%	46%	14%
Much Less Likely	575	446	129	266	374	190	185	329	61	514	390	351	355	238	113
	72%	71%	74%	76%	73%	69%	71%	72%	75%	72%	72%	72%	70%	70%	78%
	100%	78%	22%	46%	65%	33%	32%	57%	11%	89%	68%	69%	69%	47%	22%
No Difference	79	66	14	33	42	37	26	46	7	73	53	50	48	37	13
	10%	11%	8%	9%	8%	14%	10%	10%	8%	10%	10%	10%	9%	11%	9%
	100%	83%	17%	41%	53%	47%	33%	58%	8%	92%	67%	73%	69%	54%	19%
Don't Know	26	19	6	14	19	6	9	15	2	24	17	17	19	13	4
	3%	3%	4%	4%	4%	2%	3%	3%	2%	3%	3%	4%	4%	4%	3%
	100%	75%	25%	53%	72%	25%	35%	58%	8%	92%	65%	73%	81%	55%	19%
Refused	22	21	1	9	18	4	7	15		22	15	12	18	8	3
	3%	3%	0%	2%	3%	2%	3%	3%		3%	3%	2%	4%	2%	2%
	100%	97%	3%	39%	80%	20%	31%	69%		100%	69%	54%	85%	40%	15%
Total More Likely	20	18	1	7	13	6	10	9	1	18	10	14	16	13	1
	2%	3%	1%	2%	3%	2%	4%	2%	1%	3%	2%	3%	3%	4%	0%
	100%	95%	5%	36%	69%	31%	49%	46%	5%	95%	51%	78%	89%	74%	4%
Total Less Likely	653	500	153	289	421	220	208	373	72	581	445	394	406	271	123
	82%	80%	88%	82%	82%	80%	80%	81%	88%	81%	82%	81%	80%	79%	85%
	100%	77%	23%	44%	64%	34%	32%	57%	11%	89%	68%	68%	70%	47%	21%

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Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard						
	Total	Ashcr-oft					Kehoe	Ashcr-oft				Kehoe	Ash.	Kehoe	Ashcr-oft			Keh./Ash.	Keh./Eig.	All 3
		Kehoe	Eig.	Other	Don't Know	Eig.		Other	Don't Know	Eig.										
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%	
Much More Likely	12	3	3	2		3	3	1	3	1	5	1	2	4	5	3	3	1	1	
	2%	1%	1%	1%		2%	1%	1%	2%	2%	2%	1%	1%	1%	2%	2%	2%	1%	2%	
	100%	25%	25%	12%		28%	21%	6%	23%	6%	44%	6%	19%	31%	38%	26%	22%	10%	10%	
A Little More Likely	7	4	2	1			4		2			1	2	2	3	1	1			
	1%	2%	1%	1%			2%		1%			1%	1%	1%	1%	1%				
	100%	63%	26%	12%			63%		22%			15%	26%	27%	35%	12%	14%			
A Little Less Likely	78	17	31	12	2	14	24	12	15	6	21	11	22	20	29	13	11	5	4	
	10%	8%	15%	9%	7%	7%	9%	18%	10%	12%	8%	14%	14%	8%	11%	8%	9%	7%	6%	
	100%	22%	40%	15%	2%	18%	31%	15%	19%	7%	27%	14%	28%	26%	37%	16%	14%	7%	5%	
Much Less Likely	575	159	125	99	21	155	199	12	112	35	205	53	116	190	162	109	90	63	41	
	72%	74%	59%	78%	75%	80%	74%	18%	76%	78%	81%	71%	74%	73%	64%	71%	68%	77%	72%	
	100%	28%	22%	17%	4%	27%	35%	2%	19%	6%	36%	9%	20%	33%	28%	19%	16%	11%	7%	
No Difference	79	25	36	5	2	11	27	32	5	4	11	4	8	31	40	20	21	11	10	
	10%	11%	17%	4%	7%	6%	10%	49%	4%	8%	4%	6%	5%	12%	16%	13%	16%	13%	17%	
	100%	31%	46%	7%	3%	14%	34%	40%	7%	4%	14%	5%	10%	39%	50%	26%	26%	13%	12%	
Don't Know	26	4	10	1	1	8	8	5	2		9	3	7	7	10	1	2			
	3%	2%	5%	1%	5%	4%	3%	8%	2%		4%	5%	4%	3%	4%	1%	2%			
	100%	17%	40%	5%	5%	30%	30%	20%	10%		34%	13%	25%	28%	37%	5%	9%			
Refused	22	3	4	7	2	3	4	3	7		2	2	1	6	7	6	5	1	1	
	3%	1%	2%	6%	7%	1%	2%	5%	5%		1%	2%	1%	2%	3%	4%	4%	2%	2%	
	100%	14%	18%	33%	9%	12%	19%	14%	33%		10%	9%	4%	29%	31%	25%	22%	6%	6%	
Total More Likely	20	8	5	2		3	7	1	4	1	5	2	4	6	7	4	4	1	1	
	2%	4%	2%	2%		2%	3%	1%	3%	2%	2%	2%	3%	2%	3%	3%	3%	1%	2%	
	100%	39%	25%	12%		17%	37%	4%	22%	4%	28%	9%	21%	29%	37%	21%	19%	6%	6%	
Total Less Likely	653	176	157	111	23	169	223	23	127	41	226	64	137	210	191	121	101	69	45	
	82%	82%	74%	87%	81%	87%	83%	36%	87%	91%	89%	85%	88%	81%	75%	80%	76%	84%	78%	
	100%	27%	24%	17%	3%	26%	34%	4%	19%	6%	35%	10%	21%	32%	29%	19%	16%	10%	7%	

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Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Much More Likely	12	5	1	8	1	8	3	1	7	3	5	2	2	2	2	2
	2%	1%	1%	2%	0%	2%	2%	1%	1%	1%	1%	1%	1%	3%	1%	2%
	100%	39%	6%	68%	7%	64%	28%	6%	53%	24%	37%	18%	14%	16%	15%	18%
A Little More Likely	7	3		3	1	5	3		4	1	3	1	1		2	
	1%	1%		1%	1%	1%	1%		1%	1%	1%	1%	1%		1%	
	100%	47%		46%	14%	72%	43%		50%	21%	35%	21%	12%		26%	
A Little Less Likely	78	38	11	63	10	45	22	8	39	22	47	17	19	8	18	6
	10%	10%	14%	14%	6%	9%	10%	12%	9%	10%	11%	10%	11%	11%	10%	5%
	100%	48%	14%	80%	13%	57%	28%	11%	49%	28%	60%	21%	25%	10%	22%	7%
Much Less Likely	575	267	43	298	141	345	169	36	314	152	278	121	131	46	118	88
	72%	72%	56%	65%	79%	70%	74%	50%	70%	66%	68%	74%	75%	69%	70%	74%
	100%	46%	7%	52%	25%	60%	29%	6%	55%	26%	48%	21%	23%	8%	20%	15%
No Difference	79	40	13	59	18	54	17	23	52	36	53	12	10	9	20	23
	10%	11%	17%	13%	10%	11%	8%	32%	12%	16%	13%	7%	6%	13%	12%	19%
	100%	51%	16%	74%	22%	68%	22%	29%	65%	46%	67%	15%	13%	11%	25%	28%
Don't Know	26	7	2	14	3	19	3	4	18	4	8	7	8	3	4	
	3%	2%	3%	3%	2%	4%	1%	5%	4%	2%	2%	4%	4%	4%	2%	
	100%	25%	8%	53%	12%	75%	11%	14%	68%	14%	30%	27%	29%	11%	16%	
Refused	22	9	7	15	4	16	10		16	10	16	5	4		6	1
	3%	2%	9%	3%	2%	3%	5%		3%	5%	4%	3%	2%		4%	1%
	100%	42%	33%	70%	18%	71%	47%		71%	47%	74%	21%	19%		28%	6%
Total More Likely	20	8	1	12	2	13	7	1	10	4	7	4	3	2	4	2
	2%	2%	1%	3%	1%	3%	3%	1%	2%	2%	2%	2%	2%	3%	2%	2%
	100%	42%	4%	60%	10%	67%	34%	4%	52%	23%	36%	19%	14%	10%	19%	12%
Total Less Likely	653	305	53	360	151	389	191	44	353	174	325	138	150	54	135	94
	82%	83%	70%	78%	85%	79%	84%	62%	79%	76%	79%	84%	86%	80%	80%	78%
	100%	47%	8%	55%	23%	60%	29%	7%	54%	27%	50%	21%	23%	8%	21%	14%



Q21. Jay Ashcroft championed a bill in the state legislature that allows foreign countries such as China to buy up tens of thousands of acres of Missouri farmland and land near military bases, potentially putting base security at risk.

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Much More Likely	12	4	0	2		5	2	3	1	2	3	2
	2%	2%	0%	2%		2%	1%	3%	0%	2%	3%	1%
	100%	31%	4%	14%		39%	17%	21%	6%	17%	22%	17%
A Little More Likely	7	4		1		3	1		1	2	1	2
	1%	2%		1%		1%	1%		1%	1%	1%	1%
	100%	51%		10%		48%	12%		14%	25%	15%	33%
A Little Less Likely	78	11	19	6	6	23	23	11	9	12	11	12
	10%	6%	18%	7%	10%	10%	14%	15%	5%	8%	14%	7%
	100%	14%	24%	7%	7%	30%	30%	14%	11%	15%	15%	15%
Much Less Likely	575	146	67	46	42	181	111	48	127	107	55	126
	72%	77%	63%	61%	72%	74%	67%	64%	73%	76%	68%	78%
	100%	25%	12%	8%	7%	31%	19%	8%	22%	19%	10%	22%
No Difference	79	14	15	14	6	19	18	7	24	12	5	14
	10%	7%	14%	19%	10%	8%	11%	10%	14%	9%	6%	8%
	100%	17%	19%	18%	8%	23%	22%	9%	30%	16%	6%	17%
Don't Know	26	8	2	4		9	7	1	5	4	5	4
	3%	4%	2%	6%		4%	4%	1%	3%	3%	6%	3%
	100%	30%	9%	16%		34%	28%	3%	20%	15%	18%	16%
Refused	22	4	3	3	5	3	4	5	7	3	2	2
	3%	2%	3%	4%	8%	1%	2%	7%	4%	2%	2%	1%
	100%	20%	13%	15%	21%	15%	16%	23%	33%	12%	7%	8%
Total More Likely	20	7	0	3		8	3	3	2	4	4	4
	2%	4%	0%	3%		3%	2%	3%	1%	3%	5%	3%
	100%	38%	2%	13%		42%	15%	13%	9%	20%	19%	23%
Total Less Likely	653	157	86	52	47	204	135	59	136	119	66	138
	82%	83%	81%	68%	82%	84%	81%	79%	78%	84%	82%	85%
	100%	24%	13%	8%	7%	31%	21%	9%	21%	18%	10%	21%

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Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Much More Likely	15	6	9	4	7	3	2	4	2	6	9		6	6	5	9	3	3	2	7
	2%	1%	2%	2%	3%	1%	1%	2%	2%	2%	8%		1%	1%	1%	2%	2%	1%	1%	4%
	100%	41%	59%	28%	50%	22%	12%	30%	17%	42%	62%		38%	38%	36%	64%	23%	18%	12%	46%
A Little More Likely	11	6	6	6	2	4	4	2	2	3	6	2	3	5	7	5	3	3	4	2
	1%	1%	1%	3%	1%	1%	2%	1%	2%	1%	5%	1%	1%	1%	2%	1%	1%	1%	2%	1%
	100%	51%	49%	51%	14%	35%	37%	14%	21%	28%	52%	16%	27%	43%	59%	41%	23%	27%	36%	14%
A Little Less Likely	99	58	41	27	35	37	25	33	15	26	20	27	51	77	39	59	20	37	19	22
	12%	14%	11%	13%	12%	12%	14%	14%	13%	10%	17%	12%	11%	12%	10%	16%	10%	17%	9%	13%
	100%	58%	42%	28%	35%	37%	26%	33%	15%	27%	20%	27%	51%	78%	39%	60%	21%	37%	19%	23%
Much Less Likely	510	244	266	122	191	196	107	137	76	190	55	140	305	445	287	214	130	107	156	107
	64%	58%	70%	57%	68%	64%	57%	59%	68%	70%	47%	65%	68%	67%	71%	56%	66%	50%	75%	63%
	100%	48%	52%	24%	37%	39%	21%	27%	15%	37%	11%	27%	60%	87%	56%	42%	26%	21%	31%	21%
No Difference	117	73	44	47	29	41	39	34	13	31	25	35	56	91	46	71	27	46	19	25
	15%	18%	12%	22%	10%	13%	21%	15%	12%	11%	21%	16%	13%	14%	11%	19%	14%	22%	9%	15%
	100%	62%	38%	40%	25%	35%	33%	29%	11%	26%	21%	30%	48%	78%	39%	61%	23%	39%	16%	22%
Don't Know	29	19	10	4	8	16	4	15	3	7	2	10	14	23	16	13	8	10	7	3
	4%	4%	3%	2%	3%	5%	2%	6%	3%	3%	2%	5%	3%	4%	4%	4%	4%	5%	4%	2%
	100%	64%	36%	15%	29%	56%	12%	52%	11%	25%	8%	34%	47%	81%	54%	46%	28%	36%	25%	10%
Refused	19	12	7	4	8	7	6	7		7	1	2	13	15	7	10	5	6	2	4
	2%	3%	2%	2%	3%	2%	3%	3%		2%	1%	1%	3%	2%	2%	3%	2%	3%	1%	2%
	100%	65%	35%	21%	41%	38%	30%	35%		35%	4%	11%	69%	80%	35%	54%	26%	32%	9%	22%
Total More Likely	26	12	14	10	9	7	6	6	5	9	15	2	9	10	12	14	6	6	6	8
	3%	3%	4%	5%	3%	2%	3%	3%	4%	3%	13%	1%	2%	2%	3%	4%	3%	3%	3%	5%
	100%	45%	55%	38%	34%	27%	23%	23%	19%	36%	58%	7%	33%	40%	46%	54%	23%	22%	23%	32%
Total Less Likely	609	302	307	150	226	233	133	169	91	216	75	167	356	523	326	273	151	143	175	130
	76%	72%	80%	70%	81%	77%	71%	73%	81%	80%	64%	77%	80%	79%	80%	72%	76%	68%	84%	76%
	100%	50%	50%	25%	37%	38%	22%	28%	15%	36%	12%	27%	58%	86%	54%	45%	25%	24%	29%	21%

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Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Much More Likely	15	10	4	5	6	3	3	8	3	10		2
	2%	3%	1%	1%	2%	2%	2%	3%	2%	2%		3%
	100%	68%	27%	36%	39%	24%	23%	54%	23%	69%		11%
A Little More Likely	11	8	2	5	6	3	3	3	4	7	2	2
	1%	3%	1%	1%	2%	2%	1%	1%	2%	1%	1%	4%
	100%	68%	21%	48%	52%	22%	23%	27%	35%	65%	14%	21%
A Little Less Likely	99	45	39	55	38	18	30	40	21	78	12	7
	12%	16%	9%	12%	13%	11%	14%	13%	9%	14%	10%	11%
	100%	46%	40%	55%	38%	18%	30%	40%	21%	78%	12%	7%
Much Less Likely	510	154	314	282	187	110	144	173	149	353	70	42
	64%	53%	72%	63%	65%	67%	67%	59%	67%	63%	61%	71%
	100%	30%	62%	55%	37%	22%	28%	34%	29%	69%	14%	8%
No Difference	117	60	47	73	38	21	30	53	38	79	28	6
	15%	21%	11%	16%	13%	13%	14%	18%	17%	14%	24%	10%
	100%	51%	40%	62%	33%	18%	26%	46%	32%	68%	23%	5%
Don't Know	29	10	16	15	10	5	4	9	5	23	2	1
	4%	4%	4%	3%	4%	3%	2%	3%	2%	4%	2%	1%
	100%	36%	53%	52%	36%	17%	15%	29%	16%	78%	7%	3%
Refused	19	3	14	13	3	4		8	3	13	2	
	2%	1%	3%	3%	1%	3%		3%	1%	2%	2%	
	100%	14%	74%	68%	16%	22%		41%	14%	70%	10%	
Total More Likely	26	18	6	11	12	6	6	11	7	17	2	4
	3%	6%	1%	2%	4%	4%	3%	4%	3%	3%	1%	7%
	100%	68%	24%	41%	45%	23%	23%	42%	28%	67%	6%	16%
Total Less Likely	609	199	353	337	225	128	174	213	170	431	83	49
	76%	69%	81%	75%	78%	78%	81%	72%	76%	77%	72%	82%
	100%	33%	58%	55%	37%	21%	29%	35%	28%	71%	14%	8%

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Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Much More Likely	15	8	6	5	9	6	5	8	2	13	10	11	10	9	1
	2%	1%	4%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%
	100%	56%	44%	33%	62%	38%	32%	55%	12%	88%	68%	84%	79%	73%	11%
A Little More Likely	11	5	6	2	4	7	3	5	4	7	9	7	5	4	3
	1%	1%	4%	0%	1%	3%	1%	1%	5%	1%	2%	1%	1%	1%	2%
	100%	43%	57%	16%	34%	66%	23%	44%	34%	66%	77%	67%	50%	43%	25%
A Little Less Likely	99	70	29	32	59	40	29	57	13	86	70	45	64	34	11
	12%	11%	17%	9%	12%	15%	11%	13%	16%	12%	13%	9%	13%	10%	8%
	100%	70%	30%	32%	60%	40%	29%	58%	13%	87%	71%	55%	78%	41%	13%
Much Less Likely	510	404	106	237	333	167	167	291	51	459	342	316	319	217	99
	64%	65%	61%	67%	65%	61%	64%	64%	62%	64%	63%	65%	63%	63%	69%
	100%	79%	21%	46%	65%	33%	33%	57%	10%	90%	67%	69%	70%	47%	22%
No Difference	117	95	22	48	71	47	43	63	12	106	74	79	72	58	21
	15%	15%	13%	14%	14%	17%	17%	14%	14%	15%	14%	16%	14%	17%	15%
	100%	81%	19%	41%	60%	40%	37%	53%	10%	90%	63%	77%	70%	56%	21%
Don't Know	29	24	5	19	20	6	8	21	1	28	21	17	21	12	5
	4%	4%	3%	5%	4%	2%	3%	4%	1%	4%	4%	4%	4%	4%	4%
	100%	83%	17%	65%	70%	19%	27%	71%	2%	98%	73%	62%	76%	43%	18%
Refused	19	19		9	17	2	6	13		19	13	11	15	7	4
	2%	3%		3%	3%	1%	2%	3%		3%	2%	2%	3%	2%	3%
	100%	100%		46%	91%	9%	30%	70%		100%	70%	59%	80%	39%	20%
Total More Likely	26	13	13	7	13	13	7	13	6	20	19	18	15	14	4
	3%	2%	7%	2%	3%	5%	3%	3%	7%	3%	3%	4%	3%	4%	3%
	100%	51%	49%	26%	50%	50%	28%	50%	22%	78%	72%	77%	66%	60%	17%
Total Less Likely	609	474	135	268	392	207	196	348	64	545	412	361	383	251	110
	76%	76%	77%	76%	76%	76%	76%	76%	78%	76%	76%	74%	76%	73%	76%
	100%	78%	22%	44%	64%	34%	32%	57%	11%	89%	68%	67%	71%	46%	20%

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Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Ashcr-oft					Ashcr-oft					To Kehoe	From Ash.	Ashcr-oft					All 3
		Kehoe	Eigel	Other	Don't Know		Kehoe	Eigel	Other	Don't Know				Kehoe	Eigel	Keh./ Ash.	Keh./ Eig.		
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Much More Likely	15	4	2	1	3	5	5	2	0	5	2	2	1	5	7	6	4	2	2
	2%	2%	1%	1%	13%	3%	2%	2%	0%	12%	1%	2%	1%	2%	3%	4%	3%	3%	4%
	100%	24%	11%	7%	24%	33%	35%	10%	3%	37%	14%	11%	6%	34%	48%	38%	30%	14%	14%
A Little More Likely	11	4	4		1	3	2	3		2	4		1	5	7	2	4	2	2
	1%	2%	2%		2%	2%	1%	5%		5%	1%		0%	2%	3%	1%	3%	3%	4%
	100%	35%	34%		5%	27%	18%	27%		21%	34%		7%	46%	66%	18%	39%	18%	18%
A Little Less Likely	99	23	33	11	3	29	34	12	13	4	34	15	22	31	29	13	14	5	2
	12%	11%	16%	9%	9%	15%	13%	19%	9%	8%	14%	19%	14%	12%	11%	9%	10%	6%	4%
	100%	23%	34%	12%	3%	29%	35%	13%	13%	4%	34%	15%	22%	31%	29%	13%	14%	5%	2%
Much Less Likely	510	136	119	94	14	131	177	7	111	25	177	51	115	165	138	91	73	51	32
	64%	63%	56%	74%	52%	68%	66%	11%	76%	54%	70%	67%	74%	63%	54%	60%	55%	63%	56%
	100%	27%	23%	18%	3%	26%	35%	1%	22%	5%	35%	10%	23%	32%	27%	18%	14%	10%	6%
No Difference	117	40	43	13	5	14	42	32	15	8	19	7	12	43	58	32	29	18	16
	15%	18%	20%	10%	18%	7%	16%	50%	10%	18%	8%	9%	8%	16%	23%	21%	21%	22%	29%
	100%	34%	36%	11%	4%	12%	36%	27%	12%	7%	16%	6%	10%	37%	50%	27%	24%	15%	14%
Don't Know	29	6	10	1		11	4	6	1	1	16		4	6	9	3	4	1	1
	4%	3%	4%	1%		6%	2%	10%	1%	3%	6%		3%	2%	4%	2%	3%	2%	2%
	100%	22%	33%	4%		37%	14%	21%	4%	4%	54%		15%	19%	32%	11%	14%	5%	5%
Refused	19	3	3	6	2	1	4	2	6		1	2	1	6	6	6	5	1	1
	2%	1%	1%	5%	7%	1%	2%	3%	4%		0%	2%	1%	2%	2%	4%	4%	2%	2%
	100%	16%	16%	32%	10%	7%	22%	11%	32%		4%	10%	4%	33%	29%	29%	25%	7%	7%
Total More Likely	26	7	5	1	4	8	7	5	0	8	6	2	2	10	14	8	9	4	4
	3%	3%	3%	1%	14%	4%	3%	7%	0%	17%	2%	2%	1%	4%	6%	5%	7%	5%	7%
	100%	29%	21%	4%	16%	31%	28%	18%	2%	30%	22%	6%	6%	39%	56%	29%	34%	16%	16%
Total Less Likely	609	159	152	106	17	160	211	20	124	28	212	66	137	196	166	105	87	57	34
	76%	74%	72%	83%	61%	82%	79%	30%	85%	62%	84%	87%	88%	75%	65%	69%	65%	69%	59%
	100%	26%	25%	17%	3%	26%	35%	3%	20%	5%	35%	11%	23%	32%	27%	17%	14%	9%	6%

Q22. While serving in public office, Jay Ashcroft has accepted thousands of dollars in free travel and lodging from liberal groups, including one that supports amnesty for illegal immigrants. Ashcroft also served as a fellow for a Bill Gates funded group which has endorsed the teaching of Critical Race Theory in public schools.

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Much More Likely	15	6	4	4	7	10	2	4	10	6	9	4	3	2	4	1
	2%	2%	5%	1%	4%	2%	1%	6%	2%	3%	2%	2%	2%	2%	2%	1%
	100%	44%	27%	30%	49%	68%	12%	30%	68%	41%	63%	24%	21%	11%	27%	8%
A Little More Likely	11	4	1	4	6	10	1	6	8	4	5	1	2	1	3	2
	1%	1%	2%	1%	3%	2%	1%	8%	2%	2%	1%	1%	1%	1%	2%	2%
	100%	39%	12%	39%	54%	93%	11%	49%	71%	32%	44%	9%	14%	7%	25%	20%
A Little Less Likely	99	51	8	79	11	51	18	9	49	24	58	22	24	7	24	15
	12%	14%	10%	17%	6%	10%	8%	13%	11%	11%	14%	14%	14%	10%	14%	13%
	100%	52%	8%	79%	11%	51%	18%	9%	50%	24%	58%	22%	24%	7%	24%	15%
Much Less Likely	510	237	39	270	114	313	160	23	284	133	246	102	122	45	97	76
	64%	64%	51%	59%	64%	64%	70%	33%	63%	58%	60%	62%	69%	68%	57%	63%
	100%	46%	8%	53%	22%	61%	31%	5%	56%	26%	48%	20%	24%	9%	19%	15%
No Difference	117	54	18	77	32	72	34	25	62	48	69	23	16	11	31	23
	15%	15%	23%	17%	18%	15%	15%	35%	14%	21%	17%	14%	9%	16%	18%	19%
	100%	46%	15%	65%	27%	62%	29%	21%	53%	41%	59%	20%	13%	9%	27%	20%
Don't Know	29	8	1	13	5	19	5	4	18	5	9	9	6	2	5	1
	4%	2%	1%	3%	3%	4%	2%	5%	4%	2%	2%	5%	3%	3%	3%	1%
	100%	29%	2%	46%	17%	66%	16%	12%	62%	19%	31%	30%	20%	6%	16%	3%
Refused	19	8	6	13	3	16	9		16	9	13	4	3		6	1
	2%	2%	8%	3%	1%	3%	4%		4%	4%	3%	2%	2%		3%	1%
	100%	42%	31%	68%	14%	84%	47%		84%	47%	69%	19%	18%		30%	7%
Total More Likely	26	11	5	9	13	20	3	10	18	10	14	5	5	2	7	3
	3%	3%	7%	2%	7%	4%	1%	14%	4%	4%	3%	3%	3%	4%	4%	3%
	100%	42%	20%	34%	51%	79%	12%	38%	69%	37%	55%	18%	18%	9%	26%	13%
Total Less Likely	609	288	47	348	125	364	178	32	334	157	304	124	146	52	121	91
	76%	78%	62%	76%	70%	74%	78%	46%	75%	69%	74%	76%	83%	78%	71%	76%
	100%	47%	8%	57%	21%	60%	29%	5%	55%	26%	50%	20%	24%	9%	20%	15%

Q22. While serving in public office, Jay Ashcroft has accepted thousands of dollars in free travel and lodging from liberal groups, including one that supports amnesty for illegal immigrants. Ashcroft also served as a fellow for a Bill Gates funded group which has endorsed the teaching of Critical Race Theory in public schools.

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Much More Likely	15	1	0	2		5	2	2	2	5	1	3
	2%	1%	0%	3%		2%	1%	2%	1%	4%	2%	2%
	100%	10%	3%	16%		33%	10%	11%	11%	35%	10%	24%
A Little More Likely	11	1	2	1		7		1	3	1	5	3
	1%	0%	2%	1%		3%		1%	1%	1%	6%	2%
	100%	7%	16%	7%		66%		5%	22%	7%	41%	25%
A Little Less Likely	99	20	19	11	8	33	25	12	17	13	14	18
	12%	11%	18%	15%	14%	13%	15%	16%	10%	9%	18%	11%
	100%	21%	19%	11%	8%	33%	25%	12%	18%	13%	15%	18%
Much Less Likely	510	137	55	38	39	154	104	46	110	96	45	108
	64%	72%	52%	50%	68%	63%	63%	61%	63%	68%	56%	67%
	100%	27%	11%	7%	8%	30%	20%	9%	22%	19%	9%	21%
No Difference	117	18	25	17	6	31	27	9	32	19	9	21
	15%	9%	24%	22%	10%	13%	16%	12%	18%	13%	12%	13%
	100%	15%	22%	14%	5%	26%	23%	8%	27%	16%	8%	18%
Don't Know	29	9	4	3		10	6	3	4	6	3	6
	4%	4%	4%	4%		4%	4%	4%	2%	4%	4%	4%
	100%	29%	14%	11%		34%	20%	10%	14%	22%	12%	22%
Refused	19	4	1	3	4	4	3	3	7	2	2	2
	2%	2%	1%	4%	7%	2%	2%	4%	4%	1%	3%	1%
	100%	20%	5%	17%	21%	22%	15%	16%	36%	11%	12%	10%
Total More Likely	26	2	2	3		12	2	2	4	6	6	6
	3%	1%	2%	4%		5%	1%	3%	2%	4%	7%	4%
	100%	9%	9%	12%		48%	6%	8%	16%	23%	23%	24%
Total Less Likely	609	158	74	49	48	186	129	58	127	109	60	127
	76%	83%	69%	65%	83%	77%	78%	77%	73%	77%	74%	78%
	100%	26%	12%	8%	8%	31%	21%	9%	21%	18%	10%	21%

Q5. What is your age? (Condensed)

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
	47	31	16	47			31		16			17	11	19	30	31	16	19	12	12	4
18-29	6%	7%	4%	22%			17%		14%			14%	5%	4%	5%	8%	4%	10%	6%	6%	3%
	100%	66%	34%	100%			66%		34%			36%	23%	41%	64%	66%	34%	41%	25%	25%	9%
	127	91	36	127			91		36			26	34	65	99	50	75	38	51	12	24
30-44	16%	22%	9%	59%			49%		32%			22%	16%	15%	15%	12%	20%	19%	24%	6%	14%
	100%	72%	28%	100%			72%		28%			21%	27%	52%	78%	40%	60%	30%	40%	9%	19%
	125	65	60	41	84		65		60			14	44	67	111	61	62	29	34	32	28
45-54	16%	16%	16%	19%	30%		35%		54%			12%	20%	15%	17%	15%	16%	15%	16%	15%	17%
	100%	52%	48%	33%	67%		52%		48%			11%	35%	54%	89%	49%	49%	23%	27%	25%	23%
	197	95	102		197			95		102		24	51	116	167	88	103	35	56	52	48
55-64	25%	23%	27%		70%			41%		38%		21%	24%	26%	25%	22%	27%	18%	26%	25%	28%
	100%	48%	52%		100%			48%		52%		12%	26%	59%	85%	45%	53%	18%	28%	27%	24%
	305	136	168			305		136		168		36	76	180	256	177	125	75	59	101	66
65 And Over	38%	33%	44%			100%		59%		62%		31%	35%	40%	39%	44%	33%	38%	28%	49%	39%
	100%	45%	55%			100%		45%		55%		12%	25%	59%	84%	58%	41%	25%	19%	33%	22%
Refused																					



Q5. What is your age? (Condensed)

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
18-29	47	26	17	31	16	15	16	16	20	26	10	10
	6%	9%	4%	7%	6%	9%	8%	5%	9%	5%	8%	17%
	100%	54%	35%	65%	35%	32%	34%	34%	42%	55%	20%	22%
30-44	127	42	66	68	49	12	34	69	92	32	67	23
	16%	15%	15%	15%	17%	7%	16%	24%	41%	6%	58%	38%
	100%	34%	52%	54%	39%	10%	27%	55%	73%	25%	53%	18%
45-54	125	40	72	70	47	13	30	66	54	70	26	23
	16%	14%	16%	16%	16%	8%	14%	23%	24%	12%	23%	38%
	100%	32%	57%	56%	38%	11%	24%	53%	43%	56%	21%	18%
55-64	197	67	112	109	71	24	54	86	27	164	9	3
	25%	23%	26%	24%	25%	15%	25%	29%	12%	29%	8%	5%
	100%	34%	57%	56%	36%	12%	28%	44%	14%	84%	5%	2%
65 And Over	305	115	170	171	105	99	80	55	30	271	3	1
	38%	40%	39%	38%	36%	61%	37%	19%	13%	48%	3%	2%
	100%	38%	56%	56%	34%	33%	26%	18%	10%	89%	1%	0%
Refused												

Q5. What is your age? (Condensed)

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
18-29	47	23	24	13	23	24	4	24	19	28	43	27	20	9	18
	6%	4%	14%	4%	4%	9%	2%	5%	23%	4%	8%	5%	4%	3%	12%
	100%	50%	50%	27%	49%	51%	9%	51%	40%	60%	91%	57%	43%	18%	38%
30-44	127	100	26	41	60	65	17	93	17	110	110	64	77	38	26
	16%	16%	15%	12%	12%	24%	7%	20%	20%	15%	20%	13%	15%	11%	18%
	100%	79%	21%	32%	47%	51%	13%	73%	13%	87%	87%	52%	63%	31%	21%
45-54	125	104	20	47	77	46	27	87	11	114	98	65	67	36	29
	16%	17%	12%	14%	15%	17%	10%	19%	14%	16%	18%	13%	13%	11%	20%
	100%	84%	16%	38%	61%	37%	21%	70%	9%	91%	79%	59%	61%	33%	26%
55-64	197	160	37	91	133	59	75	105	17	180	122	123	130	95	28
	25%	26%	21%	26%	26%	22%	29%	23%	20%	25%	23%	25%	26%	28%	20%
	100%	81%	19%	46%	68%	30%	38%	53%	9%	91%	62%	72%	76%	55%	16%
65 And Over	305	237	68	159	221	80	137	149	19	286	168	207	212	164	43
	38%	38%	39%	45%	43%	29%	53%	33%	23%	40%	31%	43%	42%	48%	30%
	100%	78%	22%	52%	72%	26%	45%	49%	6%	94%	55%	79%	81%	63%	16%
Refused															

Q5. What is your age? (Condensed)

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
18-29	47	14	10	10	2	11	20	3	10	2	12	6	7	15	13	13	9	4	4
	6%	7%	5%	8%	5%	6%	8%	5%	7%	3%	5%	8%	4%	6%	5%	9%	7%	5%	7%
	100%	31%	21%	22%	3%	23%	43%	7%	22%	3%	25%	13%	14%	32%	28%	28%	19%	8%	8%
30-44	127	30	35	23	6	30	36	12	28	6	43	8	26	33	33	34	13	16	7
	16%	14%	17%	18%	20%	15%	13%	19%	19%	14%	17%	11%	16%	13%	13%	22%	10%	20%	13%
	100%	23%	28%	18%	4%	24%	28%	10%	22%	5%	34%	7%	20%	26%	26%	26%	10%	13%	6%
45-54	125	36	22	20	4	36	45	4	22	4	44	13	18	36	32	20	17	12	10
	16%	17%	11%	16%	15%	19%	17%	7%	15%	8%	17%	18%	12%	14%	12%	13%	13%	15%	17%
	100%	29%	18%	16%	3%	29%	36%	3%	17%	3%	35%	11%	14%	29%	25%	16%	14%	10%	8%
55-64	197	50	50	35	8	46	63	13	46	11	54	16	39	68	58	40	34	22	17
	25%	23%	24%	28%	28%	24%	24%	21%	32%	25%	21%	21%	25%	26%	23%	26%	25%	26%	29%
	100%	25%	26%	18%	4%	23%	32%	7%	23%	6%	27%	8%	20%	35%	29%	20%	17%	11%	8%
65 And Over	305	86	94	37	9	71	104	31	40	22	100	32	68	108	118	46	60	27	19
	38%	40%	44%	30%	32%	37%	39%	49%	28%	49%	39%	42%	43%	41%	47%	30%	45%	33%	34%
	100%	28%	31%	12%	3%	23%	34%	10%	13%	7%	33%	11%	22%	35%	39%	15%	20%	9%	6%
Refused																			

Q5. What is your age? (Condensed)

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
18-29	47	23	10	24	10	28	11	9	26	19	28		2	4	11	22
	6%	6%	13%	5%	6%	6%	5%	13%	6%	8%	7%		1%	6%	6%	19%
	100%	48%	20%	50%	21%	60%	24%	20%	56%	40%	59%		3%	8%	23%	48%
30-44	127	50	10	65	26	88	39	18	76	38	53	9	18	9	36	40
	16%	14%	13%	14%	14%	18%	17%	26%	17%	17%	13%	5%	10%	13%	22%	33%
	100%	40%	8%	51%	20%	69%	30%	14%	60%	30%	42%	7%	14%	7%	29%	32%
45-54	125	55	12	62	30	80	38	8	75	36	59	16	24	11	30	24
	16%	15%	16%	13%	17%	16%	17%	11%	17%	16%	14%	9%	14%	16%	17%	20%
	100%	44%	10%	49%	24%	64%	31%	6%	60%	29%	48%	12%	19%	9%	24%	20%
55-64	197	93	20	116	46	130	65	17	115	61	107	42	40	16	58	16
	25%	25%	26%	25%	26%	27%	28%	24%	26%	27%	26%	25%	23%	23%	35%	13%
	100%	47%	10%	59%	23%	66%	33%	9%	59%	31%	54%	21%	20%	8%	30%	8%
65 And Over	305	149	25	195	67	165	75	19	155	74	162	98	92	28	34	17
	38%	40%	32%	42%	37%	34%	33%	27%	35%	33%	40%	60%	52%	41%	20%	14%
	100%	49%	8%	64%	22%	54%	25%	6%	51%	24%	53%	32%	30%	9%	11%	6%
Refused																

Q5. What is your age? (Condensed)

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
18-29	47	2	8	8	6	18	2	11	13	4	1	16
	6%	1%	7%	11%	10%	7%	1%	15%	7%	3%	2%	10%
	100%	4%	17%	17%	12%	37%	3%	24%	27%	8%	3%	34%
30-44	127	16	20	13	11	28	27	12	21	38	9	20
	16%	8%	19%	18%	19%	12%	16%	16%	12%	27%	11%	12%
	100%	13%	16%	11%	9%	22%	22%	10%	17%	30%	7%	15%
45-54	125	25	22	15	7	37	31	16	22	18	10	27
	16%	13%	21%	20%	11%	15%	19%	22%	13%	13%	13%	17%
	100%	20%	18%	12%	5%	30%	25%	13%	18%	15%	8%	22%
55-64	197	51	27	18	13	66	48	5	47	30	19	46
	25%	27%	26%	23%	23%	27%	29%	7%	27%	21%	24%	28%
	100%	26%	14%	9%	7%	33%	25%	3%	24%	15%	10%	23%
65 And Over	305	97	30	22	21	95	58	30	71	51	41	53
	38%	51%	28%	29%	36%	39%	35%	40%	41%	36%	51%	33%
	100%	32%	10%	7%	7%	31%	19%	10%	23%	17%	14%	18%
Refused												

Q5. What is your age? (Expanded)

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
18-24	10	9	1	10			9		1		2	1	8	9	8	2	7	2	1	
	1%	2%	0%	5%			5%		1%		1%	0%	2%	1%	2%	1%	3%	1%	0%	
	100%	90%	10%	100%			90%		10%		15%	9%	76%	85%	76%	24%	66%	24%	10%	
25-29	37	22	15	37			22		15		15	10	12	22	23	14	13	9	11	4
	5%	5%	4%	17%			12%		14%		13%	5%	3%	3%	6%	4%	6%	4%	5%	3%
	100%	59%	41%	100%			59%		41%		41%	27%	32%	59%	63%	37%	34%	25%	29%	12%
30-34	34	22	12	34			22		12		8	7	18	25	13	21	9	14	5	7
	4%	5%	3%	16%			12%		11%		7%	3%	4%	4%	3%	5%	4%	6%	2%	4%
	100%	65%	35%	100%			65%		35%		23%	21%	52%	73%	40%	60%	25%	40%	15%	20%
35-39	33	24	9	33			24		9		10	8	15	23	14	19	11	13	3	6
	4%	6%	2%	15%			13%		8%		9%	4%	3%	3%	3%	5%	6%	6%	1%	3%
	100%	74%	26%	100%			74%		26%		31%	23%	45%	69%	42%	58%	33%	41%	8%	18%
40-44	59	44	15	59			44		15		8	19	32	51	23	36	19	24	4	11
	7%	11%	4%	28%			24%		14%		7%	9%	7%	8%	6%	9%	10%	11%	2%	7%
	100%	74%	26%	100%			74%		26%		14%	32%	54%	86%	38%	60%	32%	41%	7%	19%
45-49	41	24	17	41			24		17		5	14	23	37	22	18	12	11	11	6
	5%	6%	4%	19%			13%		15%		4%	7%	5%	6%	6%	5%	6%	5%	5%	4%
	100%	59%	41%	100%			59%		41%		11%	34%	55%	89%	54%	43%	28%	27%	26%	15%
50-54	84	41	43		84		41		43		9	30	44	74	38	44	17	22	21	22
	10%	10%	11%		30%		22%		38%		8%	14%	10%	11%	9%	12%	9%	11%	10%	13%
	100%	49%	51%		100%		49%		51%		11%	36%	53%	89%	46%	53%	21%	27%	25%	26%
55-59	82	36	46		82			36	46		12	22	45	67	34	46	15	20	20	26
	10%	9%	12%		29%			15%	17%		10%	10%	10%	10%	8%	12%	7%	9%	9%	16%
	100%	44%	56%		100%			44%	56%		15%	27%	55%	82%	42%	57%	18%	24%	24%	32%
60-64	115	59	56		115			59	56		12	29	70	99	53	57	21	36	33	21
	14%	14%	15%		41%			26%	21%		10%	13%	16%	15%	13%	15%	10%	17%	16%	12%
	100%	51%	49%		100%			51%	49%		10%	25%	61%	86%	46%	50%	18%	31%	28%	18%
65-69	67	32	35			67		32	35		8	15	41	56	39	28	20	12	19	15
	8%	8%	9%		22%			14%	13%		7%	7%	9%	8%	10%	7%	10%	6%	9%	9%
	100%	48%	52%		100%			48%	52%		12%	22%	61%	83%	58%	41%	29%	18%	29%	22%
70-74	74	37	36		74			37	36		7	22	44	65	41	31	22	15	19	17
	9%	9%	9%		24%			16%	13%		6%	10%	10%	10%	10%	8%	11%	7%	9%	10%
	100%	51%	49%		100%			51%	49%		9%	30%	59%	89%	56%	43%	29%	20%	26%	23%
75 And Over	164	67	97		164			67	97		21	39	95	135	97	66	34	32	63	34
	20%	16%	25%		54%			29%	36%		18%	18%	21%	20%	24%	17%	17%	15%	30%	20%
	100%	41%	59%		100%			41%	59%		13%	24%	58%	82%	59%	40%	21%	19%	38%	21%
Refused																				

Q5. What is your age? (Expanded)

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
18-24	10	4	5	8	2	6	3	2	2	8	2	1
	1%	1%	1%	2%	1%	4%	1%	1%	1%	1%	1%	2%
	100%	36%	49%	80%	20%	59%	26%	16%	25%	75%	15%	10%
25-29	37	22	12	23	14	9	14	14	17	18	8	9
	5%	8%	3%	5%	5%	6%	6%	5%	8%	3%	7%	15%
	100%	59%	32%	61%	39%	25%	37%	39%	47%	49%	22%	25%
30-34	34	14	13	21	11	2	13	14	17	16	13	3
	4%	5%	3%	5%	4%	1%	6%	5%	7%	3%	11%	5%
	100%	42%	39%	62%	32%	6%	38%	42%	49%	48%	37%	9%
35-39	33	10	20	19	10	2	6	24	28	5	22	6
	4%	3%	5%	4%	3%	1%	3%	8%	13%	1%	19%	11%
	100%	29%	60%	56%	29%	7%	17%	71%	84%	16%	65%	19%
40-44	59	19	32	28	29	8	15	31	48	11	33	13
	7%	6%	7%	6%	10%	5%	7%	11%	21%	2%	29%	23%
	100%	31%	54%	47%	48%	13%	25%	53%	80%	18%	56%	23%
45-49	41	11	24	23	16	6	9	24	21	19	11	10
	5%	4%	6%	5%	5%	3%	4%	8%	9%	3%	10%	17%
	100%	27%	59%	57%	38%	14%	22%	59%	51%	46%	27%	24%
50-54	84	29	48	47	31	8	21	42	33	51	15	13
	10%	10%	11%	10%	11%	5%	10%	14%	15%	9%	13%	21%
	100%	35%	57%	56%	37%	9%	25%	51%	39%	61%	18%	15%
55-59	82	30	45	51	26	7	26	39	14	65	3	3
	10%	10%	10%	11%	9%	4%	12%	13%	6%	12%	3%	5%
	100%	36%	55%	62%	32%	8%	32%	48%	17%	80%	4%	4%
60-64	115	37	67	59	45	17	28	48	13	99	6	
	14%	13%	15%	13%	15%	11%	13%	16%	6%	18%	5%	
	100%	32%	58%	51%	39%	15%	25%	41%	12%	86%	5%	
65-69	67	22	42	43	21	23	16	21	9	58	1	
	8%	8%	10%	10%	7%	14%	8%	7%	4%	10%	1%	
	100%	33%	62%	64%	31%	34%	24%	32%	13%	86%	1%	
70-74	74	30	42	34	31	23	32	13	4	69		
	9%	10%	10%	8%	11%	14%	15%	5%	2%	12%		
	100%	40%	57%	47%	42%	31%	44%	18%	6%	94%		
75 And Over	164	64	86	94	53	54	32	20	16	144	2	1
	20%	22%	20%	21%	18%	33%	15%	7%	7%	26%	2%	2%
	100%	39%	52%	57%	32%	33%	19%	12%	10%	88%	1%	1%
Refused												

Q5. What is your age? (Expanded)

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
18-24	10	9	2	3	8	2		10		10	10	7	5	2	5
	1%	1%	1%	1%	1%	1%		2%		1%	2%	1%	1%	0%	3%
	100%	85%	15%	26%	75%	25%		100%		100%	100%	65%	50%	15%	50%
25-29	37	15	22	10	15	22	4	14	19	18	33	20	15	7	13
	5%	2%	13%	3%	3%	8%	2%	3%	23%	3%	6%	4%	3%	2%	9%
	100%	40%	60%	28%	42%	58%	12%	38%	50%	50%	88%	54%	41%	19%	35%
30-34	34	27	7	9	13	21	4	26	3	31	30	19	22	12	7
	4%	4%	4%	3%	3%	8%	2%	6%	4%	4%	6%	4%	4%	3%	5%
	100%	80%	20%	27%	39%	61%	12%	77%	10%	90%	88%	56%	65%	36%	20%
35-39	33	27	6	13	16	16	2	28	3	30	31	12	23	6	6
	4%	4%	4%	4%	3%	6%	1%	6%	4%	4%	6%	3%	5%	2%	4%
	100%	81%	19%	41%	50%	47%	7%	84%	9%	91%	93%	38%	69%	18%	19%
40-44	59	46	13	18	30	28	11	39	10	49	49	33	33	20	13
	7%	7%	8%	5%	6%	10%	4%	8%	12%	7%	9%	7%	7%	6%	9%
	100%	77%	23%	31%	50%	47%	18%	65%	17%	83%	82%	59%	59%	36%	23%
45-49	41	33	9	14	24	17	9	30	3	39	33	26	21	16	11
	5%	5%	5%	4%	5%	6%	3%	7%	3%	5%	6%	5%	4%	5%	7%
	100%	79%	21%	33%	59%	41%	21%	73%	6%	94%	79%	71%	57%	43%	28%
50-54	84	72	12	34	52	29	18	57	9	75	65	39	45	20	18
	10%	11%	7%	10%	10%	11%	7%	12%	11%	10%	12%	8%	9%	6%	13%
	100%	86%	14%	40%	62%	35%	22%	68%	10%	90%	78%	54%	63%	28%	26%
55-59	82	67	15	37	49	30	27	47	9	73	55	58	46	37	21
	10%	11%	8%	10%	9%	11%	10%	10%	10%	10%	10%	12%	9%	11%	15%
	100%	82%	18%	45%	60%	36%	33%	57%	10%	90%	67%	85%	68%	54%	31%
60-64	115	93	22	55	85	30	49	58	8	107	66	65	84	58	7
	14%	15%	13%	16%	16%	11%	19%	13%	10%	15%	12%	13%	17%	17%	5%
	100%	81%	19%	47%	74%	26%	42%	51%	7%	93%	58%	63%	81%	56%	7%
65-69	67	54	14	38	56	11	33	31	3	64	35	46	45	34	11
	8%	9%	8%	11%	11%	4%	13%	7%	4%	9%	6%	9%	9%	10%	8%
	100%	80%	20%	56%	83%	17%	49%	46%	5%	95%	51%	78%	77%	59%	19%
70-74	74	52	21	38	52	20	27	41	5	68	47	47	47	34	13
	9%	8%	12%	11%	10%	7%	10%	9%	7%	9%	9%	10%	9%	10%	9%
	100%	71%	29%	51%	71%	27%	36%	56%	7%	93%	64%	77%	77%	56%	21%
75 And Over	164	131	33	83	113	48	77	77	10	154	86	115	120	96	19
	20%	21%	19%	24%	22%	18%	30%	17%	12%	21%	16%	24%	24%	28%	13%
	100%	80%	20%	51%	69%	30%	47%	47%	6%	94%	53%	80%	84%	67%	13%
Refused															



Q5. What is your age? (Expanded)

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
18-24	10	4		4		3	5		4		2	1		1	2	2			
	1%	2%		3%		1%	2%		3%		1%	1%		0%	1%	2%			
	100%	35%		39%		25%	45%		39%		16%	9%		11%	15%	24%			
25-29	37	11	10	6	2	9	16	3	6	2	10	5	7	14	12	11	9	4	4
	5%	5%	5%	5%	5%	4%	6%	5%	4%	3%	4%	7%	4%	5%	5%	7%	7%	5%	7%
	100%	29%	27%	17%	4%	23%	43%	9%	17%	4%	27%	14%	18%	38%	31%	29%	24%	11%	11%
30-34	34	9	10	4	1	9	11	3	4	1	14	3	9	10	8	6	3	5	3
	4%	4%	5%	3%	3%	5%	4%	4%	2%	3%	6%	3%	6%	4%	3%	4%	2%	6%	6%
	100%	28%	30%	12%	2%	26%	33%	8%	11%	4%	42%	8%	26%	30%	23%	19%	9%	15%	9%
35-39	33	3	10	7	1	10	7	6	8	1	11	4	5	10	10	10	5	6	3
	4%	1%	5%	6%	4%	5%	3%	9%	5%	2%	5%	6%	3%	4%	4%	7%	4%	7%	5%
	100%	9%	30%	21%	3%	29%	22%	18%	23%	3%	34%	13%	17%	31%	29%	30%	16%	17%	8%
40-44	59	17	15	12	4	11	18	4	17	4	18	1	11	13	16	17	5	6	2
	7%	8%	7%	10%	14%	6%	7%	6%	11%	8%	7%	2%	7%	5%	6%	11%	4%	7%	3%
	100%	29%	25%	21%	6%	19%	29%	6%	28%	6%	30%	2%	19%	21%	27%	29%	8%	10%	3%
45-49	41	12	5	7	2	13	13	1	7	3	14	4	4	13	14	7	8	5	3
	5%	5%	2%	5%	7%	7%	5%	1%	5%	6%	5%	6%	3%	5%	6%	5%	6%	6%	5%
	100%	28%	12%	16%	5%	32%	31%	2%	18%	7%	33%	10%	10%	32%	34%	17%	20%	11%	7%
50-54	84	24	17	14	2	23	32	4	14	1	31	9	14	23	17	14	9	8	7
	10%	11%	8%	11%	8%	12%	12%	5%	10%	2%	12%	12%	9%	9%	7%	9%	7%	10%	12%
	100%	29%	21%	16%	3%	27%	38%	4%	17%	1%	37%	11%	16%	28%	21%	16%	11%	9%	8%
55-59	82	21	20	15	5	16	29	4	19	6	20	8	17	26	25	15	12	6	5
	10%	10%	10%	12%	17%	8%	11%	6%	13%	14%	8%	11%	11%	10%	10%	10%	9%	8%	9%
	100%	26%	25%	18%	6%	20%	36%	5%	23%	8%	24%	10%	21%	32%	30%	19%	15%	8%	6%
60-64	115	29	30	21	3	30	34	9	27	5	34	8	22	42	33	24	22	15	12
	14%	13%	14%	16%	10%	16%	13%	14%	19%	11%	14%	11%	14%	16%	13%	16%	16%	18%	21%
	100%	25%	26%	18%	2%	26%	30%	8%	24%	4%	30%	7%	19%	37%	29%	21%	19%	13%	10%
65-69	67	18	17	13	4	13	22	7	13	2	21	9	12	21	22	14	11	8	5
	8%	8%	8%	11%	16%	7%	8%	11%	9%	4%	8%	12%	8%	8%	8%	9%	9%	10%	9%
	100%	26%	25%	20%	7%	20%	33%	11%	19%	3%	32%	13%	18%	31%	32%	20%	17%	12%	8%
70-74	74	19	21	15	3	14	25	6	12	7	19	9	15	26	28	12	16	7	5
	9%	9%	10%	12%	9%	7%	9%	10%	8%	15%	8%	12%	9%	10%	11%	8%	12%	9%	9%
	100%	25%	29%	20%	4%	18%	34%	9%	17%	9%	26%	13%	20%	35%	38%	17%	22%	10%	7%
75 And Over	164	49	56	9	2	44	57	18	15	14	59	14	41	61	68	20	32	12	9
	20%	23%	26%	7%	6%	23%	21%	28%	10%	30%	23%	19%	26%	23%	27%	13%	24%	15%	15%
	100%	30%	34%	6%	1%	27%	35%	11%	9%	8%	36%	9%	25%	37%	42%	12%	20%	7%	5%
Refused																			

Q5. What is your age? (Expanded)

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
18-24	10	4	3	6		5	4	2	5	5	6		2	1	2	3
	1%	1%	5%	1%		1%	2%	2%	1%	2%	1%		1%	2%	1%	3%
	100%	35%	34%	60%		50%	35%	15%	50%	50%	60%		16%	11%	15%	34%
25-29	37	19	6	17	10	23	8	8	21	14	22			3	9	19
	5%	5%	8%	4%	6%	5%	3%	11%	5%	6%	5%			4%	5%	16%
	100%	51%	17%	47%	27%	62%	21%	21%	58%	37%	59%			8%	25%	51%
30-34	34	12	1	16	8	20	9	5	18	8	12	2	4	4	11	9
	4%	3%	2%	3%	4%	4%	4%	7%	4%	3%	3%	1%	3%	5%	6%	8%
	100%	37%	4%	47%	23%	60%	26%	15%	52%	23%	36%	7%	13%	11%	32%	28%
35-39	33	9	3	16	10	22	9	5	18	7	11	1	8	3	11	6
	4%	3%	4%	4%	6%	5%	4%	6%	4%	3%	3%	1%	5%	4%	6%	5%
	100%	28%	10%	49%	30%	67%	27%	14%	55%	21%	32%	4%	25%	9%	32%	19%
40-44	59	28	5	32	8	45	21	8	40	24	30	5	5	2	15	25
	7%	8%	7%	7%	4%	9%	9%	12%	9%	10%	7%	3%	3%	4%	9%	21%
	100%	48%	9%	55%	13%	76%	35%	14%	68%	40%	51%	9%	9%	4%	25%	42%
45-49	41	19	3	21	9	28	12	2	26	13	22	4	5	6	7	9
	5%	5%	4%	5%	5%	6%	5%	3%	6%	6%	5%	3%	3%	9%	4%	7%
	100%	47%	8%	51%	22%	68%	28%	6%	62%	31%	54%	11%	12%	15%	16%	21%
50-54	84	36	9	40	21	52	27	5	49	23	37	11	19	4	23	16
	10%	10%	12%	9%	12%	11%	12%	7%	11%	10%	9%	7%	11%	7%	14%	13%
	100%	43%	11%	48%	25%	62%	32%	6%	59%	28%	44%	13%	23%	5%	28%	19%
55-59	82	37	11	47	19	52	21	9	45	24	47	15	18	8	27	7
	10%	10%	15%	10%	11%	10%	9%	13%	10%	11%	11%	9%	10%	12%	16%	6%
	100%	46%	14%	57%	23%	63%	26%	11%	56%	30%	57%	18%	22%	10%	33%	8%
60-64	115	55	9	69	27	79	44	8	70	36	60	27	22	7	32	9
	14%	15%	11%	15%	15%	16%	19%	11%	16%	16%	15%	16%	13%	11%	19%	8%
	100%	48%	8%	60%	23%	69%	38%	7%	61%	32%	52%	24%	19%	6%	28%	8%
65-69	67	30	7	41	18	43	21	5	42	19	37	12	23	6	11	6
	8%	8%	9%	9%	10%	9%	9%	7%	9%	8%	9%	7%	13%	8%	6%	5%
	100%	44%	10%	61%	26%	64%	31%	8%	62%	28%	54%	18%	35%	8%	16%	9%
70-74	74	31	9	49	16	41	24	5	38	22	38	26	21	5	11	3
	9%	8%	12%	11%	9%	8%	10%	7%	9%	10%	9%	16%	12%	8%	6%	2%
	100%	42%	12%	66%	21%	56%	33%	7%	52%	31%	51%	35%	29%	7%	15%	4%
75 And Over	164	88	9	105	33	81	30	9	75	33	88	60	47	17	12	9
	20%	24%	12%	23%	19%	16%	13%	12%	17%	14%	21%	36%	27%	25%	7%	7%
	100%	54%	6%	64%	20%	49%	19%	5%	46%	20%	54%	37%	29%	10%	7%	5%
Refused																

Q5. What is your age? (Expanded)

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
18-24	10		2	4	2	1		2	4	3		1
	1%		1%	6%	3%	0%		3%	2%	2%		1%
	100%		15%	44%	15%	10%		24%	40%	26%		10%
25-29	37	2	6	4	4	17	2	9	9	1	1	15
	5%	1%	6%	5%	7%	7%	1%	12%	5%	1%	2%	9%
	100%	5%	17%	10%	11%	45%	4%	24%	23%	4%	4%	41%
30-34	34	2	8	1	3	10	6	3	3	12	5	5
	4%	1%	7%	2%	5%	4%	4%	4%	2%	8%	6%	3%
	100%	6%	23%	4%	8%	29%	18%	9%	10%	35%	15%	14%
35-39	33	5	3	6	5	4	10	1	6	12	1	3
	4%	2%	3%	8%	9%	2%	6%	2%	4%	8%	2%	2%
	100%	14%	10%	19%	16%	11%	29%	4%	20%	36%	4%	8%
40-44	59	9	9	6	3	15	12	8	11	14	2	12
	7%	5%	8%	8%	6%	6%	7%	10%	6%	10%	3%	8%
	100%	16%	15%	10%	5%	25%	20%	13%	19%	24%	4%	21%
45-49	41	6	7	4	3	8	12	6	8	7	3	6
	5%	3%	6%	6%	6%	3%	7%	8%	5%	5%	3%	4%
	100%	15%	16%	11%	8%	20%	29%	14%	20%	17%	6%	14%
50-54	84	18	15	10	3	29	19	10	14	11	8	21
	10%	10%	14%	14%	6%	12%	12%	14%	8%	8%	9%	13%
	100%	22%	18%	12%	4%	35%	23%	12%	16%	14%	9%	25%
55-59	82	18	9	5	8	26	20	3	23	11	7	19
	10%	9%	8%	6%	14%	10%	12%	4%	13%	7%	9%	11%
	100%	22%	11%	6%	10%	31%	24%	4%	28%	13%	8%	23%
60-64	115	33	18	13	5	40	29	2	24	20	12	28
	14%	17%	17%	17%	8%	16%	17%	3%	14%	14%	15%	17%
	100%	29%	16%	11%	4%	35%	25%	2%	21%	17%	11%	24%
65-69	67	19	3	5	7	13	15	4	21	14	2	12
	8%	10%	3%	6%	13%	5%	9%	5%	12%	10%	2%	7%
	100%	28%	5%	7%	11%	19%	22%	5%	32%	21%	2%	17%
70-74	74	19	10	2	7	26	19	6	12	10	11	15
	9%	10%	10%	3%	12%	11%	11%	8%	7%	7%	14%	9%
	100%	26%	14%	3%	10%	35%	26%	8%	16%	14%	15%	20%
75 And Over	164	59	16	15	6	56	24	20	38	26	29	27
	20%	31%	15%	20%	11%	23%	14%	27%	22%	18%	35%	17%
	100%	36%	10%	9%	4%	34%	15%	12%	23%	16%	18%	17%
Refused												

Q26. On political issues, do you consider yourself to be Conservative, Moderate, or Liberal?

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Very Liberal	5	1	4		2	3		1		4	5				1	4		1	1	3
	1%	0%	1%		1%	1%		1%		1%	4%				0%	1%		1%	0%	2%
	100%	29%	71%		36%	64%		29%		71%	100%				19%	81%		29%	19%	52%
Somewhat Liberal	9	5	4	4	2	2	2	3	2	2	9				4	5	2	3	3	1
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	8%				1%	1%	1%	2%	1%	1%
	100%	54%	46%	45%	28%	27%	23%	31%	22%	24%	100%				48%	52%	18%	36%	29%	17%
Moderate / Neither	104	45	58	44	29	30	30	15	23	35	104				47	56	17	28	30	28
	13%	11%	15%	20%	10%	10%	16%	7%	21%	13%	88%				12%	15%	9%	13%	14%	17%
	100%	44%	56%	42%	28%	29%	29%	15%	23%	34%	100%				46%	54%	17%	27%	29%	28%
Somewhat Conservative	216	111	105	59	81	76	52	59	36	68		216		216	111	103	58	53	53	50
	27%	27%	27%	27%	29%	25%	28%	25%	32%	25%		100%		33%	27%	27%	29%	25%	26%	29%
	100%	52%	48%	27%	37%	35%	24%	27%	17%	32%		100%		100%	52%	48%	27%	25%	25%	23%
Very Conservative	447	243	204	107	160	180	101	142	50	154			447	447	230	211	114	123	116	88
	56%	58%	53%	50%	57%	59%	54%	61%	45%	57%			100%	67%	57%	55%	58%	58%	56%	52%
	100%	54%	46%	24%	36%	40%	23%	32%	11%	34%			100%	100%	51%	47%	25%	28%	26%	20%
Don't Know	13	8	5	1	4	9	1	7		5					11	2	6	2	4	
	2%	2%	1%	0%	1%	3%	0%	3%		2%					3%	0%	3%	1%	2%	
	100%	60%	40%	5%	27%	68%	5%	56%		40%					80%	14%	47%	14%	33%	
Refused	6	4	2	1	2	3	1	3		2					2	1		1	2	
	1%	1%	1%	0%	1%	1%	0%	1%		1%					0%	0%		0%	1%	
	100%	62%	38%	11%	36%	54%	11%	51%		38%					26%	11%		11%	26%	
Total Liberal	14	6	8	4	4	6	2	4	2	6	14				5	9	2	5	4	4
	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	12%				1%	2%	1%	2%	2%	2%
	100%	45%	55%	29%	31%	41%	15%	30%	14%	41%	100%				37%	63%	12%	33%	25%	30%
Total Moderate	104	45	58	44	29	30	30	15	23	35	104				47	56	17	28	30	28
	13%	11%	15%	20%	10%	10%	16%	7%	21%	13%	88%				12%	15%	9%	13%	14%	17%
	100%	44%	56%	42%	28%	29%	29%	15%	23%	34%	100%				46%	54%	17%	27%	29%	28%
Total Conservative	663	354	309	166	241	256	154	201	86	222		216	447	663	341	314	172	176	169	138
	83%	85%	81%	77%	86%	84%	82%	87%	77%	82%		100%	100%	100%	84%	82%	87%	83%	81%	81%
	100%	53%	47%	25%	36%	39%	23%	30%	13%	34%		33%	67%	100%	51%	47%	26%	27%	26%	21%

Q26. On political issues, do you consider yourself to be Conservative, Moderate, or Liberal?

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
	800	290	436	449	288	164	215	293	223	563	115	60
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
	5	4	1	4	1	1		2		5		
Very Liberal	1%	1%	0%	1%	0%	1%		1%		1%		
	100%	81%	19%	84%	16%	19%		36%		100%		
	9	7	0	2	7	1	3	4	1	7	1	1
Somewhat Liberal	1%	2%	0%	1%	2%	1%	1%	2%	1%	1%	1%	1%
	100%	80%	5%	26%	74%	15%	34%	50%	16%	76%	8%	7%
	104	59	33	38	61	24	27	38	35	67	17	14
Moderate / Neither	13%	20%	8%	9%	21%	15%	13%	13%	16%	12%	15%	23%
	100%	57%	32%	37%	59%	23%	26%	36%	33%	64%	17%	13%
	216	102	98	108	91	42	55	92	65	151	34	16
Somewhat Conservative	27%	35%	22%	24%	31%	26%	26%	32%	29%	27%	30%	27%
	100%	47%	45%	50%	42%	19%	26%	43%	30%	70%	16%	7%
	447	114	293	288	124	90	126	154	118	323	62	29
Very Conservative	56%	39%	67%	64%	43%	55%	59%	53%	53%	57%	54%	49%
	100%	25%	66%	64%	28%	20%	28%	35%	26%	72%	14%	7%
	13	4	6	7	5	5	2	1	4	9	1	
Don't Know	2%	1%	1%	2%	2%	3%	1%	0%	2%	2%	1%	
	100%	28%	48%	51%	38%	38%	17%	10%	29%	64%	5%	
	6	1	4	2		1	1	1		2		
Refused	1%	0%	1%	0%		1%	0%	0%		0%		
	100%	12%	55%	24%		13%	11%	13%		37%		
	14	11	1	7	7	2	3	6	1	12	1	1
Total Liberal	2%	4%	0%	1%	3%	1%	1%	2%	1%	2%	1%	1%
	100%	80%	10%	47%	53%	16%	22%	45%	10%	85%	5%	5%
	104	59	33	38	61	24	27	38	35	67	17	14
Total Moderate	13%	20%	8%	9%	21%	15%	13%	13%	16%	12%	15%	23%
	100%	57%	32%	37%	59%	23%	26%	36%	33%	64%	17%	13%
	663	216	391	396	215	132	181	247	183	474	97	45
Total Conservative	83%	74%	90%	88%	75%	80%	84%	84%	82%	84%	84%	76%
	100%	33%	59%	60%	32%	20%	27%	37%	28%	72%	15%	7%

Q26. On political issues, do you consider yourself to be Conservative, Moderate, or Liberal?

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Very Liberal	5	2	3	1	3	2	2	1	2	3	3	2	2	2	
	1%	0%	2%	0%	1%	1%	1%	0%	2%	0%	1%	0%	0%	1%	
	100%	45%	55%	16%	64%	36%	45%	19%	36%	64%	55%	100%	100%	100%	
Somewhat Liberal	9	5	4	2	3	6	2	6	1	8	7	6	9	6	
	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	
	100%	54%	46%	26%	36%	64%	18%	69%	13%	87%	82%	72%	100%	72%	
Moderate / Neither	104	59	44	27	39	62	19	57	27	76	84	62	55	37	25
	13%	9%	25%	8%	8%	23%	7%	12%	33%	11%	16%	13%	11%	11%	17%
	100%	57%	43%	26%	38%	60%	19%	55%	26%	74%	81%	68%	60%	41%	27%
Somewhat Conservative	216	157	59	68	121	91	54	134	29	187	162	124	129	83	41
	27%	25%	34%	19%	24%	33%	21%	29%	35%	26%	30%	26%	25%	24%	29%
	100%	73%	27%	31%	56%	42%	25%	62%	13%	87%	75%	64%	67%	43%	21%
Very Conservative	447	385	62	245	333	110	175	249	23	424	272	280	300	204	76
	56%	62%	36%	70%	65%	40%	67%	54%	28%	59%	50%	58%	59%	60%	53%
	100%	86%	14%	55%	75%	25%	39%	56%	5%	95%	61%	70%	75%	51%	19%
Don't Know	13	10	3	5	8	3	5	9		13	9	8	7	6	2
	2%	2%	2%	2%	2%	1%	2%	2%		2%	2%	2%	1%	2%	1%
	100%	78%	22%	40%	60%	25%	35%	65%		100%	65%	74%	64%	56%	17%
Refused	6	6		3	6	1	3	3		6	3	3	6	3	
	1%	1%		1%	1%	0%	1%	1%		1%	1%	1%	1%	1%	
	100%	100%		54%	89%	11%	54%	46%		100%	46%	60%	100%	60%	
Total Liberal	14	7	7	3	6	8	4	7	3	11	10	9	11	9	
	2%	1%	4%	1%	1%	3%	1%	2%	4%	2%	2%	2%	2%	3%	
	100%	51%	49%	23%	46%	54%	28%	51%	21%	79%	72%	78%	100%	78%	
Total Moderate	104	59	44	27	39	62	19	57	27	76	84	62	55	37	25
	13%	9%	25%	8%	8%	23%	7%	12%	33%	11%	16%	13%	11%	11%	17%
	100%	57%	43%	26%	38%	60%	19%	55%	26%	74%	81%	68%	60%	41%	27%
Total Conservative	663	542	121	313	454	201	229	382	52	611	434	405	429	287	118
	83%	87%	69%	89%	89%	73%	88%	83%	63%	85%	80%	83%	85%	84%	82%
	100%	82%	18%	47%	69%	30%	34%	58%	8%	92%	66%	68%	72%	48%	20%

Q26. On political issues, do you consider yourself to be Conservative, Moderate, or Liberal?

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr-oft	Eigel	Other	Don't Know	Kehoe	Ashcr-oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr-oft	Eigel	Keh./Ash.	Keh./Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Very Liberal	5	1	1		2	1	1			2	2		1		3	2			
	1%	1%	0%		7%	0%	1%			4%	1%		1%		1%	1%			
	100%	29%	16%		36%	19%	29%			36%	35%		16%		65%	36%			
	9	4	2			2	4	1			3		2		2	4	4	2	2
Somewhat Liberal	1%	2%	1%			1%	2%	1%			1%		1%		1%	3%	2%	3%	4%
	100%	46%	27%			19%	46%	7%			39%		20%		23%	41%	46%	23%	23%
	104	35	17	9	8	33	35	8	8	13	38	5	11	37	37	18	20	11	8
Moderate / Neither	13%	16%	8%	7%	27%	17%	13%	12%	5%	29%	15%	6%	7%	14%	15%	12%	15%	14%	14%
	100%	34%	17%	8%	7%	32%	33%	8%	7%	13%	37%	5%	11%	36%	36%	18%	19%	11%	8%
	216	60	55	32	6	60	74	13	38	13	73	22	44	62	65	36	28	15	6
Somewhat Conservative	27%	28%	26%	25%	21%	31%	28%	20%	26%	28%	29%	29%	28%	24%	25%	24%	21%	18%	11%
	100%	28%	26%	15%	3%	28%	34%	6%	17%	6%	34%	10%	20%	29%	30%	17%	13%	7%	3%
	447	109	134	86	11	93	149	42	100	17	130	48	96	154	138	88	79	50	38
Very Conservative	56%	51%	63%	68%	38%	48%	55%	65%	68%	37%	52%	63%	61%	59%	54%	58%	59%	61%	66%
	100%	24%	30%	19%	2%	21%	33%	9%	22%	4%	29%	11%	22%	34%	31%	20%	18%	11%	8%
	13	5	1		2	6	4	1	1	1	4	1	1	3	6	2	3	2	2
Don't Know	2%	2%	0%		7%	3%	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%	3%	3%	4%
	100%	36%	7%		14%	43%	30%	10%	8%	4%	32%	9%	7%	25%	43%	19%	25%	19%	19%
	6	2	2	1			2		1		2		2		2	1	1	1	1
Refused	1%	1%	1%	1%			1%		0%		1%		1%		1%	1%	1%	2%	1%
	100%	28%	26%	11%			28%		11%		26%		26%		39%	24%	23%	11%	11%
	14	6	3		2	3	6	1		2	5		3	2	7	6	2	2	2
Total Liberal	2%	3%	2%		7%	1%	2%	1%		4%	2%		2%	1%	3%	4%	2%	3%	4%
	100%	40%	23%		13%	19%	40%	5%		13%	38%		19%	15%	50%	42%	15%	15%	15%
	104	35	17	9	8	33	35	8	8	13	38	5	11	37	37	18	20	11	8
Total Moderate	13%	16%	8%	7%	27%	17%	13%	12%	5%	29%	15%	6%	7%	14%	15%	12%	15%	14%	14%
	100%	34%	17%	8%	7%	32%	33%	8%	7%	13%	37%	5%	11%	36%	36%	18%	19%	11%	8%
	663	169	189	117	17	153	223	55	137	29	204	70	140	216	202	124	107	64	44
Total Conservative	83%	78%	89%	93%	59%	79%	83%	85%	94%	65%	80%	92%	89%	83%	80%	82%	80%	79%	77%
	100%	25%	29%	18%	2%	23%	34%	8%	21%	4%	31%	11%	21%	33%	31%	19%	16%	10%	7%

Q26. On political issues, do you consider yourself to be Conservative, Moderate, or Liberal?

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Very Liberal	5	1	2	2	2	4	1	2	3	3	3	4				1
	1%	0%	2%	1%	1%	1%	1%	3%	1%	1%	1%	3%				1%
	100%	29%	36%	45%	36%	81%	29%	36%	65%	65%	65%	81%				19%
Somewhat Liberal	9	4	2	2	6	7	1	5	7	5	6		2	2	2	1
	1%	1%	3%	0%	3%	1%	0%	8%	2%	2%	1%		1%	2%	1%	1%
	100%	50%	22%	23%	70%	78%	10%	60%	78%	55%	65%		23%	19%	21%	15%
Moderate / Neither	104	45	13	48	33	56	11	17	49	20	51	13	23	8	31	19
	13%	12%	17%	10%	19%	11%	5%	24%	11%	9%	12%	8%	13%	12%	18%	16%
	100%	43%	12%	46%	32%	54%	10%	16%	48%	20%	49%	12%	22%	8%	30%	19%
Somewhat Conservative	216	104	14	124	46	134	61	14	121	59	109	58	42	13	49	31
	27%	28%	19%	27%	26%	27%	27%	20%	27%	26%	27%	35%	24%	19%	29%	26%
	100%	48%	7%	58%	21%	62%	28%	7%	56%	27%	51%	27%	19%	6%	23%	14%
Very Conservative	447	207	43	275	88	277	150	30	252	134	231	86	104	41	87	65
	56%	56%	57%	60%	49%	56%	66%	42%	56%	59%	56%	53%	59%	61%	52%	54%
	100%	46%	10%	62%	20%	62%	34%	7%	56%	30%	52%	19%	23%	9%	19%	15%
Don't Know	13	5	1	5	2	9	2	3	9	5	7	2	4	3		1
	2%	1%	2%	1%	1%	2%	1%	4%	2%	2%	2%	1%	2%	5%		0%
	100%	40%	10%	40%	17%	69%	19%	20%	69%	39%	50%	15%	31%	25%		4%
Refused	6	2	1	3	1	5	1		5	1	2	1	1			2
	1%	0%	1%	1%	0%	1%	1%		1%	1%	1%	1%	0%			2%
	100%	28%	11%	54%	11%	74%	23%		74%	23%	39%	16%	13%			33%
Total Liberal	14	6	4	4	8	11	2	7	10	8	9	4	2	2	2	2
	2%	2%	5%	1%	5%	2%	1%	10%	2%	4%	2%	3%	1%	2%	1%	2%
	100%	43%	27%	31%	57%	79%	17%	52%	74%	59%	65%	30%	14%	12%	13%	16%
Total Moderate	104	45	13	48	33	56	11	17	49	20	51	13	23	8	31	19
	13%	12%	17%	10%	19%	11%	5%	24%	11%	9%	12%	8%	13%	12%	18%	16%
	100%	43%	12%	46%	32%	54%	10%	16%	48%	20%	49%	12%	22%	8%	30%	19%
Total Conservative	663	311	58	399	133	410	211	44	374	193	340	145	145	54	137	96
	83%	84%	76%	87%	75%	84%	93%	62%	84%	85%	83%	88%	83%	80%	81%	80%
	100%	47%	9%	60%	20%	62%	32%	7%	56%	29%	51%	22%	22%	8%	21%	15%



Q26. On political issues, do you consider yourself to be Conservative, Moderate, or Liberal?

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Very Liberal	5	2				1	1			3		1
	1%	1%				1%	0%			2%		1%
	100%	48%				29%	16%			55%		29%
Somewhat Liberal	9	1	1	1		5	2		1	2	2	3
	1%	1%	1%	2%		2%	1%		0%	1%	3%	2%
	100%	15%	8%	13%		52%	20%		9%	18%	23%	29%
Moderate / Neither	104	15	16	8	7	36	16	13	20	19	8	27
	13%	8%	15%	11%	12%	15%	9%	18%	12%	13%	10%	17%
	100%	14%	15%	8%	7%	34%	15%	13%	19%	18%	8%	26%
Somewhat Conservative	216	41	38	25	12	57	56	21	43	39	21	37
	27%	22%	35%	33%	21%	23%	34%	28%	25%	28%	25%	23%
	100%	19%	18%	12%	6%	26%	26%	10%	20%	18%	10%	17%
Very Conservative	447	123	52	41	39	139	87	38	106	77	48	91
	56%	65%	49%	54%	67%	57%	52%	51%	61%	54%	59%	56%
	100%	28%	12%	9%	9%	31%	19%	9%	24%	17%	11%	20%
Don't Know	13	5				4	3	1	3	3	1	3
	2%	2%				2%	2%	1%	2%	2%	1%	2%
	100%	35%				30%	22%	4%	23%	21%	8%	21%
Refused	6	3		1		2	2	2	1		1	1
	1%	1%		1%		1%	1%	3%	0%		1%	0%
	100%	41%		11%		28%	26%	33%	14%		16%	12%
Total Liberal	14	4	1	1		6	3		1	4	2	4
	2%	2%	1%	2%		3%	2%		0%	3%	3%	3%
	100%	27%	5%	8%		44%	19%		6%	31%	14%	29%
Total Moderate	104	15	16	8	7	36	16	13	20	19	8	27
	13%	8%	15%	11%	12%	15%	9%	18%	12%	13%	10%	17%
	100%	14%	15%	8%	7%	34%	15%	13%	19%	18%	8%	26%
Total Conservative	663	164	90	66	51	196	143	59	149	116	68	127
	83%	86%	85%	87%	88%	81%	86%	79%	86%	82%	85%	78%
	100%	25%	14%	10%	8%	30%	22%	9%	22%	17%	10%	19%

Q27. Would you call yourself a born-again or Evangelical Christian?

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Yes	449	220	229	122	156	171	105	115	64	165		45	108	288	396	250	198	110	109	139	90
	56%	53%	60%	57%	56%	56%	56%	50%	57%	61%		38%	50%	64%	60%	61%	52%	56%	51%	67%	53%
	100%	49%	51%	27%	35%	38%	23%	26%	14%	37%		10%	24%	64%	88%	56%	44%	25%	24%	31%	20%
No	288	165	124	81	102	105	71	93	41	83		68	91	124	215	127	156	70	90	57	65
	36%	39%	32%	38%	36%	34%	38%	40%	37%	31%		58%	42%	28%	32%	31%	41%	36%	43%	27%	38%
	100%	57%	43%	28%	35%	36%	25%	32%	14%	29%		24%	31%	43%	75%	44%	54%	24%	31%	20%	23%
Don't Know	35	18	16	10	8	17	7	11	4	12		4	15	14	29	18	16	10	8	8	8
	4%	4%	4%	5%	3%	6%	4%	5%	4%	4%		3%	7%	3%	4%	4%	4%	5%	4%	4%	5%
	100%	53%	47%	28%	23%	48%	20%	33%	12%	35%		11%	44%	41%	85%	52%	46%	30%	23%	22%	23%
Refused	28	15	13	2	14	12	4	11	3	11		1	2	21	23	11	12	6	4	5	8
	4%	4%	3%	1%	5%	4%	2%	5%	2%	4%		1%	1%	5%	3%	3%	3%	3%	2%	2%	4%
	100%	54%	46%	8%	49%	43%	14%	40%	9%	37%		3%	6%	73%	80%	39%	42%	23%	15%	17%	27%

Q27. Would you call yourself a born-again or Evangelical Christian?

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Yes	449	154	255	449		99	121	165	130	316	68	30
	56%	53%	59%	100%		61%	56%	56%	59%	56%	59%	50%
	100%	34%	57%	100%		22%	27%	37%	29%	70%	15%	7%
No	288	122	144		288	55	77	110	77	207	39	25
	36%	42%	33%		100%	34%	36%	38%	34%	37%	34%	41%
	100%	42%	50%		100%	19%	27%	38%	27%	72%	14%	9%
Don't Know	35	9	19			4	11	13	12	22	7	4
	4%	3%	4%			2%	5%	4%	5%	4%	6%	7%
	100%	26%	56%			11%	30%	38%	34%	64%	19%	12%
Refused	28	6	17			6	7	5	4	19	1	1
	4%	2%	4%			3%	3%	2%	2%	3%	1%	2%
	100%	21%	62%			20%	24%	18%	14%	67%	4%	3%

Q27. Would you call yourself a born-again or Evangelical Christian?

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Yes	449	356	93	218	313	131	161	251	37	412	288	282	298	205	77
	56%	57%	53%	62%	61%	48%	62%	55%	45%	57%	53%	58%	59%	60%	53%
	100%	79%	21%	48%	70%	29%	36%	56%	8%	92%	64%	69%	73%	50%	19%
No	288	212	76	106	159	124	77	168	44	244	212	165	166	108	57
	36%	34%	43%	30%	31%	45%	29%	37%	53%	34%	39%	34%	33%	31%	40%
	100%	74%	26%	37%	55%	43%	27%	58%	15%	85%	73%	66%	67%	43%	23%
Don't Know	35	31	4	10	18	14	9	24	2	33	25	20	22	15	5
	4%	5%	2%	3%	4%	5%	4%	5%	2%	5%	5%	4%	4%	4%	4%
	100%	89%	11%	29%	53%	39%	26%	69%	4%	96%	74%	64%	71%	47%	17%
Refused	28	26	3	18	23	5	13	15		28	15	19	21	15	5
	4%	4%	1%	5%	5%	2%	5%	3%		4%	3%	4%	4%	4%	3%
	100%	91%	9%	64%	83%	17%	47%	53%		100%	53%	73%	80%	55%	17%

Q27. Would you call yourself a born-again or Evangelical Christian?

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Yes	449	110	130	83	15	103	149	39	92	22	137	51	96	140	150	90	76	47	32
	56%	51%	61%	66%	55%	53%	56%	61%	63%	50%	54%	67%	61%	54%	59%	59%	57%	57%	56%
	100%	25%	29%	19%	3%	23%	33%	9%	21%	5%	31%	11%	21%	31%	33%	20%	17%	10%	7%
No	288	87	68	40	12	74	98	23	48	22	93	20	47	98	86	54	49	31	22
	36%	40%	32%	32%	45%	38%	36%	36%	33%	48%	37%	26%	30%	38%	34%	36%	37%	37%	39%
	100%	30%	23%	14%	4%	26%	34%	8%	17%	7%	32%	7%	16%	34%	30%	19%	17%	11%	8%
Don't Know	35	10	10			15	13	1	2	1	16	3	9	12	10	3	5	2	2
	4%	5%	5%			7%	5%	2%	1%	3%	6%	5%	6%	5%	4%	2%	4%	2%	3%
	100%	29%	29%			42%	36%	4%	5%	3%	46%	10%	27%	35%	30%	7%	14%	5%	5%
Refused	28	8	5	3		3	9	1	4		7	2	4	11	8	5	4	3	1
	4%	4%	2%	2%		1%	3%	1%	3%		3%	3%	3%	4%	3%	3%	3%	3%	2%
	100%	29%	17%	11%		10%	32%	3%	16%		25%	7%	14%	39%	27%	18%	14%	9%	3%

Q27. Would you call yourself a born-again or Evangelical Christian?

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Yes	449	201	50	263	95	276	140	36	256	133	230	72	117	42	93	64
	56%	55%	65%	57%	54%	56%	61%	50%	57%	58%	56%	44%	67%	63%	55%	53%
	100%	45%	11%	58%	21%	61%	31%	8%	57%	30%	51%	16%	26%	9%	21%	14%
No	288	138	25	163	71	176	77	32	154	85	150	72	43	23	69	51
	36%	37%	33%	35%	40%	36%	34%	44%	34%	37%	37%	44%	24%	34%	41%	43%
	100%	48%	9%	57%	24%	61%	27%	11%	53%	29%	52%	25%	15%	8%	24%	18%
Don't Know	35	21	1	22	5	18	5	1	18	6	19	14	10	1	4	4
	4%	6%	1%	5%	3%	4%	2%	2%	4%	3%	5%	8%	6%	1%	2%	3%
	100%	59%	2%	64%	15%	51%	13%	4%	51%	17%	55%	40%	28%	2%	12%	10%
Refused	28	9	1	12	7	22	6	2	20	4	10	6	6	1	3	1
	4%	3%	1%	3%	4%	4%	3%	3%	5%	2%	3%	4%	3%	2%	2%	1%
	100%	33%	3%	43%	24%	77%	21%	8%	72%	16%	37%	22%	20%	5%	12%	5%

Q27. Would you call yourself a born-again or Evangelical Christian?

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Yes	449	115	59	42	34	107	83	38	132	90	27	79
	56%	61%	55%	55%	59%	44%	50%	51%	76%	64%	34%	49%
	100%	26%	13%	9%	8%	24%	18%	8%	29%	20%	6%	18%
No	288	57	42	30	22	114	68	32	29	44	43	71
	36%	30%	40%	40%	39%	47%	41%	43%	17%	31%	53%	44%
	100%	20%	15%	10%	8%	40%	24%	11%	10%	15%	15%	25%
Don't Know	35	8	6	2		11	7	3	8	5	6	5
	4%	4%	5%	3%		5%	4%	5%	5%	4%	8%	3%
	100%	23%	16%	6%		33%	19%	10%	23%	15%	19%	14%
Refused	28	11		2	1	12	9	1	5	2	4	7
	4%	6%		3%	2%	5%	5%	2%	3%	1%	6%	4%
	100%	38%		7%	5%	41%	30%	5%	17%	6%	16%	25%

Q28. Do you have any children or grandchildren under 18 years old living at home?

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Wom-en		18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
		Men																			
Total	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Yes, children	167	111	56	130	33	4	101	10	53	2		31	47	89	136	67	99	45	65	22	34
	21%	27%	15%	60%	12%	1%	54%	4%	48%	1%		26%	22%	20%	20%	16%	26%	23%	31%	11%	20%
	100%	67%	33%	78%	20%	2%	61%	6%	32%	1%		18%	28%	53%	81%	40%	59%	27%	39%	13%	20%
Yes, grandchildren	48	17	30	2	20	26	2	15	5	25		3	15	26	41	30	17	11	6	19	11
	6%	4%	8%	1%	7%	8%	1%	7%	4%	9%		3%	7%	6%	6%	7%	5%	6%	3%	9%	7%
	100%	37%	63%	4%	41%	54%	4%	32%	10%	53%		7%	32%	55%	86%	64%	36%	24%	13%	40%	24%
Yes, both	8	4	4	1	7		2	3	2	2		2	3	3	6	2	6	2	2		4
	1%	1%	1%	1%	2%		1%	1%	2%	1%		2%	1%	1%	1%	0%	2%	1%	1%		2%
	100%	51%	49%	13%	87%		19%	32%	29%	20%		24%	40%	36%	76%	24%	76%	24%	27%		49%
Total Yes	223	133	90	133	60	30	105	28	60	29		36	65	118	183	99	122	58	74	41	49
	28%	32%	23%	62%	21%	10%	56%	12%	54%	11%		31%	30%	26%	28%	24%	32%	29%	35%	20%	29%
	100%	60%	40%	60%	27%	13%	47%	13%	27%	13%		16%	29%	53%	82%	44%	55%	26%	33%	18%	22%
No	563	274	290	77	215	271	77	197	51	238		78	151	323	474	302	256	135	135	167	122
	70%	66%	76%	36%	77%	89%	41%	85%	46%	88%		67%	70%	72%	72%	74%	67%	69%	64%	80%	71%
	100%	49%	51%	14%	38%	48%	14%	35%	9%	42%		14%	27%	57%	84%	54%	46%	24%	24%	30%	22%
Refused	14	11	3	5	5	4	5	6		3		3		6	6	5	3	4	3	1	
	2%	3%	1%	2%	2%	1%	3%	3%		1%		3%		1%	1%	1%	1%	2%	1%	1%	
	100%	79%	21%	37%	36%	27%	37%	42%		21%		22%		43%	43%	37%	19%	28%	19%	9%	



Q28. Do you have any children or grandchildren under 18 years old living at home?

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Yes, children	167	59	92	95	60	23	39	93	167		111	56
	21%	20%	21%	21%	21%	14%	18%	32%	75%		96%	93%
	100%	35%	55%	57%	36%	14%	23%	56%	100%		67%	33%
Yes, grandchildren	48	13	28	32	13	15	9	17	48			
	6%	4%	6%	7%	4%	9%	4%	6%	21%			
	100%	27%	59%	68%	27%	31%	20%	35%	100%			
Yes, both	8	4	4	3	4	2	1	5	8		4	4
	1%	2%	1%	1%	1%	1%	1%	2%	4%		4%	7%
	100%	55%	45%	37%	48%	22%	13%	64%	100%		51%	49%
Total Yes	223	76	123	130	77	40	50	115	223		115	60
	28%	26%	28%	29%	27%	24%	23%	39%	100%		100%	100%
	100%	34%	55%	59%	34%	18%	22%	52%	100%		52%	27%
No	563	211	305	316	207	124	162	175		563		
	70%	73%	70%	70%	72%	76%	76%	60%		100%		
	100%	38%	54%	56%	37%	22%	29%	31%		100%		
Refused	14	3	7	3	5		3	3				
	2%	1%	2%	1%	2%		1%	1%				
	100%	25%	52%	21%	35%		20%	21%				

Q28. Do you have any children or grandchildren under 18 years old living at home?

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Yes, children	167	128	39	56	87	76	27	114	26	141	140	93	91	47	46
	21%	20%	22%	16%	17%	28%	10%	25%	31%	20%	26%	19%	18%	14%	32%
	100%	76%	24%	34%	52%	45%	16%	68%	15%	85%	84%	59%	58%	30%	29%
Yes, grandchildren	48	39	9	28	40	8	21	25	1	47	26	31	26	23	8
	6%	6%	5%	8%	8%	3%	8%	6%	1%	7%	5%	6%	5%	7%	6%
	100%	81%	19%	58%	84%	16%	45%	53%	2%	98%	55%	72%	60%	53%	19%
Yes, both	8	6	2	2	3	5		6	2	6	8	2	3		2
	1%	1%	1%	0%	1%	2%		1%	2%	1%	1%	0%	1%		1%
	100%	76%	24%	21%	36%	64%		76%	24%	76%	100%	41%	59%		41%
Total Yes	223	173	50	85	130	89	49	146	28	194	174	126	120	70	56
	28%	28%	29%	24%	25%	32%	19%	32%	35%	27%	32%	26%	24%	20%	39%
	100%	77%	23%	38%	59%	40%	22%	65%	13%	87%	78%	61%	58%	34%	27%
No	563	441	123	259	374	181	206	307	51	512	358	353	379	267	86
	70%	71%	70%	74%	73%	66%	79%	67%	62%	71%	66%	73%	75%	78%	59%
	100%	78%	22%	46%	66%	32%	36%	54%	9%	91%	64%	71%	77%	54%	17%
Refused	14	12	2	7	9	5	6	6	2	12	8	7	8	5	2
	2%	2%	1%	2%	2%	2%	2%	1%	3%	2%	1%	2%	2%	1%	2%
	100%	83%	17%	51%	67%	33%	42%	41%	17%	83%	58%	57%	62%	38%	19%

Q28. Do you have any children or grandchildren under 18 years old living at home?

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Yes, children	167	45	44	29	9	37	58	15	35	10	46	14	29	50	46	38	25	21	14
	21%	21%	21%	23%	31%	19%	22%	23%	24%	23%	18%	18%	19%	19%	18%	25%	19%	26%	24%
	100%	27%	26%	17%	5%	22%	35%	9%	21%	6%	28%	8%	18%	30%	27%	23%	15%	13%	8%
Yes, grandchildren	48	9	14	8	3	12	19	3	6	2	17	11	13	11	17	8	6	3	2
	6%	4%	7%	6%	9%	6%	7%	4%	4%	4%	7%	14%	8%	4%	7%	5%	4%	3%	3%
	100%	19%	30%	17%	5%	26%	41%	6%	12%	4%	36%	23%	27%	23%	37%	16%	12%	6%	4%
Yes, both	8	4	1	1		3	4		1		3	1	1	3	1		1		
	1%	2%	0%	1%		1%	2%		1%		1%	1%	0%	1%	1%		1%		
	100%	48%	9%	12%		31%	55%		12%		33%	7%	9%	42%	17%		17%		
Total Yes	223	58	59	38	11	52	82	18	41	12	66	25	43	64	64	46	32	24	15
	28%	27%	28%	30%	40%	27%	30%	27%	28%	27%	26%	33%	27%	25%	25%	30%	24%	29%	27%
	100%	26%	26%	17%	5%	23%	37%	8%	19%	5%	30%	11%	19%	29%	29%	21%	14%	11%	7%
No	563	152	153	88	17	139	183	47	105	33	182	51	113	192	186	105	98	56	40
	70%	70%	72%	70%	60%	72%	68%	73%	72%	73%	72%	67%	72%	74%	73%	69%	74%	68%	71%
	100%	27%	27%	16%	3%	25%	32%	8%	19%	6%	32%	9%	20%	34%	33%	19%	17%	10%	7%
Refused	14	6	1			3	5				4		1	5	3	2	3	2	1
	2%	3%	0%			2%	2%				2%		1%	2%	1%	1%	2%	2%	2%
	100%	40%	6%			21%	34%				31%		6%	36%	25%	15%	18%	15%	9%

Q28. Do you have any children or grandchildren under 18 years old living at home?

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Yes, children	167	82	13	90	39	108	51	19	100	55	84	15	23	13	52	49
	21%	22%	17%	20%	22%	22%	22%	27%	22%	24%	21%	9%	13%	19%	31%	41%
	100%	49%	8%	54%	23%	65%	31%	11%	60%	33%	51%	9%	14%	8%	31%	29%
Yes, grandchildren	48	21	5	26	13	31	12	4	29	13	26	11	10	3	10	8
	6%	6%	7%	6%	7%	6%	5%	5%	6%	6%	6%	6%	6%	5%	6%	6%
	100%	45%	11%	55%	27%	66%	25%	8%	60%	27%	54%	22%	20%	7%	21%	16%
Yes, both	8	6		4		5	1	1	4	2	4		3		2	2
	1%	2%		1%		1%	0%	2%	1%	1%	1%		2%		1%	2%
	100%	76%		56%		58%	12%	17%	45%	28%	45%		37%		22%	30%
Total Yes	223	109	18	121	52	144	64	24	132	70	114	26	36	16	64	59
	28%	30%	24%	26%	29%	29%	28%	34%	29%	31%	28%	16%	20%	24%	38%	49%
	100%	49%	8%	54%	23%	65%	29%	11%	59%	32%	51%	12%	16%	7%	29%	27%
No	563	255	57	336	124	337	161	46	305	155	291	137	138	51	105	56
	70%	69%	75%	73%	70%	69%	71%	65%	68%	68%	71%	83%	79%	76%	62%	46%
	100%	45%	10%	60%	22%	60%	29%	8%	54%	27%	52%	24%	25%	9%	19%	10%
Refused	14	5	1	3	2	10	3	1	10	4	5	2	1		1	5
	2%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%		0%	4%
	100%	33%	5%	25%	14%	75%	21%	5%	75%	26%	33%	12%	9%		5%	38%

Q28. Do you have any children or grandchildren under 18 years old living at home?

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Yes, children	167	24	26	18	19	38	44	24	26	34	10	28
	21%	13%	25%	24%	33%	16%	27%	32%	15%	24%	12%	18%
	100%	14%	16%	11%	11%	23%	27%	14%	16%	20%	6%	17%
Yes, grandchildren	48	14	4	3	1	8	10	4	17	8	1	7
	6%	8%	3%	4%	1%	3%	6%	6%	10%	6%	1%	4%
	100%	30%	8%	6%	2%	18%	20%	9%	36%	18%	2%	15%
Yes, both	8		2		1	4		1	3	1		4
	1%		1%		2%	2%		1%	1%	1%		3%
	100%		19%		17%	52%		7%	32%	9%		52%
Total Yes	223	39	31	21	21	51	54	29	46	43	11	40
	28%	20%	30%	28%	37%	21%	32%	39%	26%	30%	13%	25%
	100%	17%	14%	9%	10%	23%	24%	13%	21%	19%	5%	18%
No	563	147	75	55	36	185	111	45	124	98	68	118
	70%	77%	70%	72%	63%	76%	67%	60%	71%	70%	84%	72%
	100%	26%	13%	10%	6%	33%	20%	8%	22%	17%	12%	21%
Refused	14	4				7	1	1	4		2	5
	2%	2%				3%	1%	2%	2%		3%	3%
	100%	31%				53%	9%	10%	28%		17%	35%

Q29. What is the last grade of school you completed?

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wo- men	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Grade School or Less (1-8)	8	2	6	3	0	5	1	1	3	4	3	2	2	4	8		2			6
	1%	0%	2%	2%	0%	2%	0%	1%	2%	1%	3%	1%	1%	1%	2%		1%		3%	
	100%	23%	77%	40%	6%	55%	8%	14%	31%	46%	37%	24%	27%	51%	100%		23%		77%	
Some High School	14	7	6	6	2	6	5	2	2	4			4	8	14		7		6	
	2%	2%	2%	3%	1%	2%	3%	1%	2%	2%		2%	2%	2%	3%		4%		3%	
	100%	54%	46%	43%	12%	45%	40%	15%	15%	30%		28%	58%	86%	100%		54%		46%	
High School Graduate	133	54	79	31	38	64	24	31	15	64	24	30	74	105	133		54		79	
	17%	13%	21%	15%	14%	21%	13%	13%	13%	24%	21%	14%	17%	16%	33%		28%		38%	
	100%	41%	59%	23%	28%	48%	18%	23%	11%	48%	18%	23%	56%	78%	100%		41%		59%	
Vocational / Technical Training	32	21	11	9	13	9	12	9	2	9			11	22	32		21		11	
	4%	5%	3%	4%	5%	3%	6%	4%	2%	3%		5%	5%	5%	8%		11%		5%	
	100%	66%	34%	29%	42%	29%	37%	29%	7%	27%		33%	67%	100%	100%		66%		34%	
Some College (Less Than 2 Years)	93	49	44	23	28	42	19	30	14	30	10	32	48	79	93		49		44	
	12%	12%	12%	11%	10%	14%	10%	13%	13%	11%	9%	15%	11%	12%	23%		25%		21%	
	100%	52%	48%	25%	30%	45%	21%	32%	15%	32%	11%	34%	51%	85%	100%		52%		48%	
Some College (2 Years Or More)	125	64	62	30	44	51	26	38	19	43	15	33	76	109	125		64		62	
	16%	15%	16%	14%	16%	17%	14%	16%	17%	16%	13%	15%	17%	16%	31%		32%		29%	
	100%	51%	49%	24%	35%	40%	21%	30%	15%	34%	12%	26%	60%	87%	100%		51%		49%	
College Graduate	233	134	99	76	88	69	68	67	36	62	39	63	130	193		233		134		99
	29%	32%	26%	35%	32%	23%	36%	29%	32%	23%	33%	29%	29%	29%		61%		64%		58%
	100%	58%	42%	32%	38%	30%	29%	29%	16%	27%	17%	27%	56%	83%	100%		58%		42%	
Post Graduate Work	149	77	72	33	59	56	29	48	21	51	26	40	81	121		149		77		72
	19%	18%	19%	16%	21%	18%	15%	21%	18%	19%	22%	19%	18%	18%		39%		36%		42%
	100%	52%	48%	23%	40%	38%	19%	32%	14%	35%	18%	27%	55%	82%	100%		52%		48%	
Don't Know																				
Refused	12	9	3	2	7	3	3	6		3			1	6	7					
	2%	2%	1%	1%	3%	1%	2%	3%		1%		1%	1%	1%						
	100%	77%	23%	19%	57%	24%	28%	48%		23%		10%	50%	60%						
Total Non-College	406	197	209	104	126	177	87	110	55	154	52	111	230	341	406		197		209	
	51%	47%	55%	48%	45%	58%	46%	48%	49%	57%	45%	52%	51%	51%	100%		100%		100%	
	100%	49%	51%	26%	31%	44%	21%	27%	14%	38%	13%	27%	57%	84%	100%		49%		51%	
Total College	382	211	170	109	148	125	97	115	57	114	65	103	211	314		382		211		170
	48%	51%	45%	51%	53%	41%	52%	50%	51%	42%	55%	48%	47%	47%	100%		100%		100%	
	100%	55%	45%	29%	39%	33%	25%	30%	15%	30%	17%	27%	55%	82%	100%		55%		45%	

Q29. What is the last grade of school you completed?

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
	8	3	5	8	0	2	2	1	3	5	1	1
Grade School or Less (1-8)	1%	1%	1%	2%	0%	2%	1%	0%	1%	1%	1%	2%
	100%	39%	61%	94%	6%	30%	22%	8%	40%	60%	8%	13%
	14	4	8	10	2	5		5	8	5	5	2
Some High School	2%	1%	2%	2%	1%	3%		2%	4%	1%	5%	4%
	100%	28%	61%	73%	13%	40%		37%	61%	39%	40%	15%
	133	47	73	87	37	54	41	15	27	105	7	6
High School Graduate	17%	16%	17%	19%	13%	33%	19%	5%	12%	19%	6%	11%
	100%	35%	55%	65%	28%	40%	30%	11%	20%	79%	5%	5%
	32	11	20	17	11	7	12	11	10	22	5	1
Vocational / Technical Training	4%	4%	5%	4%	4%	4%	5%	4%	4%	4%	4%	2%
	100%	34%	61%	52%	35%	22%	36%	33%	31%	69%	15%	5%
	93	24	63	54	32	28	29	24	25	66	13	5
Some College (Less Than 2 Years)	12%	8%	14%	12%	11%	17%	13%	8%	11%	12%	11%	8%
	100%	26%	67%	58%	34%	30%	31%	26%	27%	71%	14%	5%
	125	40	71	74	45	19	42	40	26	98	16	6
Some College (2 Years Or More)	16%	14%	16%	16%	15%	11%	20%	14%	12%	17%	13%	11%
	100%	32%	56%	59%	36%	15%	34%	32%	20%	79%	12%	5%
	233	91	120	125	91	32	56	116	82	150	45	27
College Graduate	29%	31%	28%	28%	32%	20%	26%	40%	37%	27%	39%	46%
	100%	39%	52%	54%	39%	14%	24%	50%	35%	64%	19%	12%
	149	65	71	73	65	12	34	81	41	107	23	10
Post Graduate Work	19%	22%	16%	16%	22%	7%	16%	28%	18%	19%	20%	17%
	100%	44%	48%	49%	44%	8%	23%	54%	28%	72%	15%	7%
Don't Know												
	12	5	5	1	5	4		1	1	5	1	
Refused	2%	2%	1%	0%	2%	2%		0%	0%	1%	1%	
	100%	39%	43%	9%	42%	31%		9%	9%	41%	9%	
	406	130	239	250	127	116	125	95	99	302	47	22
Total Non-College	51%	45%	55%	56%	44%	70%	58%	32%	44%	54%	41%	37%
	100%	32%	59%	61%	31%	28%	31%	23%	24%	74%	12%	5%
	382	156	191	198	156	45	89	197	122	256	68	38
Total College	48%	54%	44%	44%	54%	27%	42%	67%	55%	46%	59%	63%
	100%	41%	50%	52%	41%	12%	23%	52%	32%	67%	18%	10%

Q29. What is the last grade of school you completed?

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medi- um	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Grade School or Less (1-8)	8	5	3	5	5	3	2	4	2	6	7	6	3	2	3
	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%
	100%	61%	39%	55%	55%	32%	22%	51%	27%	73%	78%	69%	41%	28%	41%
Some High School	14	11	3	7	10	3	5	7	2	12	9	11	6	5	6
	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	1%	4%
	100%	81%	19%	50%	76%	24%	37%	49%	13%	87%	63%	91%	49%	40%	51%
High School Graduate	133	104	29	57	91	42	38	86	10	124	95	80	79	55	25
	17%	17%	17%	16%	18%	15%	15%	19%	12%	17%	18%	17%	16%	16%	17%
	100%	78%	22%	43%	68%	31%	29%	64%	7%	93%	71%	67%	65%	46%	21%
Vocational / Technical Training	32	27	5	18	22	9	10	19	3	29	22	15	14	8	7
	4%	4%	3%	5%	4%	3%	4%	4%	3%	4%	4%	3%	3%	2%	5%
	100%	85%	15%	57%	67%	26%	32%	59%	9%	91%	68%	56%	52%	29%	27%
Some College (Less Than 2 Years)	93	75	18	47	62	30	32	53	9	85	62	57	60	39	18
	12%	12%	10%	13%	12%	11%	12%	12%	10%	12%	11%	12%	12%	11%	13%
	100%	81%	19%	50%	67%	32%	34%	57%	9%	91%	66%	69%	73%	47%	22%
Some College (2 Years Or More)	125	102	23	57	83	37	41	73	12	113	84	81	77	51	30
	16%	16%	13%	16%	16%	14%	16%	16%	14%	16%	16%	17%	15%	15%	21%
	100%	81%	19%	46%	67%	30%	33%	58%	9%	91%	67%	68%	65%	43%	25%
College Graduate	233	178	55	92	135	95	68	132	33	200	165	135	162	103	33
	29%	28%	32%	26%	26%	35%	26%	29%	40%	28%	31%	28%	32%	30%	23%
	100%	76%	24%	40%	58%	41%	29%	57%	14%	86%	71%	64%	76%	48%	15%
Post Graduate Work	149	112	37	63	96	52	60	77	11	137	88	97	97	77	20
	19%	18%	21%	18%	19%	19%	23%	17%	14%	19%	16%	20%	19%	22%	14%
	100%	75%	25%	42%	65%	35%	41%	52%	8%	92%	59%	80%	81%	64%	17%
Don't Know															
Refused	12	11	1	5	9	3	4	7	1	11	9	4	8	3	1
	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%
	100%	91%	9%	43%	72%	28%	31%	60%	9%	91%	69%	33%	69%	26%	7%
Total Non-College	406	324	82	191	273	123	128	241	37	369	278	250	240	160	90
	51%	52%	47%	54%	53%	45%	49%	53%	45%	51%	52%	51%	47%	47%	63%
	100%	80%	20%	47%	67%	30%	31%	59%	9%	91%	69%	68%	65%	43%	24%
Total College	382	289	92	155	231	147	128	209	44	338	253	232	259	179	53
	48%	46%	53%	44%	45%	54%	49%	46%	53%	47%	47%	48%	51%	52%	37%
	100%	76%	24%	41%	61%	39%	34%	55%	11%	89%	66%	70%	78%	54%	16%



Q29. What is the last grade of school you completed?

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Keh- oe	Ashc- roft	Eigel	Other	Don't Know	Keh- oe	Ashc- roft	Eigel	Other	Don't Know	To Keh- oe	From Ash.	Keh- oe	Ashc- roft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Grade School or Less (1-8)	8	1	3			4		3		1	4		2	3	4	2	3	2	2
	1%	0%	2%			2%		4%		3%	2%		1%	1%	2%	1%	2%	2%	3%
	100%	13%	42%			46%		34%		14%	51%		20%	36%	51%	21%	36%	21%	21%
Some High School	14	2	4	2		4	4		2		7	2	4	2	3		1		
	2%	1%	2%	1%		2%	2%		1%		3%	2%	3%	1%	1%		1%		
	100%	18%	32%	11%		33%	31%		11%		52%	13%	32%	12%	24%		7%		
High School Graduate	133	37	37	11	6	40	45	6	16	8	58	12	31	47	37	13	24	6	4
	17%	17%	17%	9%	22%	21%	17%	9%	11%	19%	23%	16%	20%	18%	15%	8%	18%	8%	8%
	100%	28%	28%	9%	4%	30%	33%	4%	12%	6%	43%	9%	24%	35%	28%	9%	18%	5%	3%
Vocational / Technical Training	32	8	9	3	1	8	10	3	3	3	11	4	7	8	5	4	2	1	1
	4%	4%	4%	2%	4%	4%	4%	5%	2%	7%	4%	5%	4%	3%	2%	2%	1%	1%	2%
	100%	25%	28%	8%	4%	25%	31%	9%	10%	10%	33%	12%	21%	25%	16%	12%	6%	3%	3%
Some College (Less Than 2 Years)	93	22	24	12	4	29	29	6	17	5	32	9	20	25	30	12	13	4	3
	12%	10%	11%	10%	13%	15%	11%	9%	11%	12%	13%	12%	13%	10%	12%	8%	10%	5%	5%
	100%	24%	26%	13%	4%	31%	31%	6%	18%	6%	35%	10%	21%	27%	33%	13%	14%	4%	3%
Some College (2 Years Or More)	125	28	29	26	1	38	34	11	26	7	45	9	19	30	42	17	15	7	5
	16%	13%	14%	20%	3%	20%	13%	17%	18%	16%	18%	12%	12%	12%	16%	11%	11%	9%	8%
	100%	23%	23%	21%	1%	31%	27%	9%	21%	6%	36%	7%	15%	24%	33%	14%	12%	6%	4%
College Graduate	233	62	61	48	7	49	82	24	50	12	60	24	40	72	70	58	32	28	19
	29%	29%	29%	38%	26%	25%	30%	38%	34%	26%	24%	32%	25%	28%	28%	38%	24%	34%	34%
	100%	27%	26%	21%	3%	21%	35%	10%	21%	5%	26%	11%	17%	31%	30%	25%	14%	12%	8%
Post Graduate Work	149	52	41	25	9	20	64	12	33	8	30	15	30	71	60	44	42	32	22
	19%	24%	19%	20%	33%	10%	24%	18%	22%	18%	12%	20%	19%	27%	24%	29%	32%	39%	39%
	100%	35%	28%	17%	6%	14%	43%	8%	22%	5%	20%	10%	20%	48%	40%	30%	28%	21%	15%
Don't Know																			
	12	3	3			2	2				6		3	3	2	2	1	2	1
Refused	2%	1%	2%			1%	1%				2%		2%	1%	1%	1%	1%	2%	2%
	100%	21%	28%			20%	14%				48%		28%	25%	17%	17%	10%	17%	10%
Total Non-College	406	99	107	54	11	123	122	29	64	25	157	36	83	115	122	48	58	20	14
	51%	46%	50%	42%	41%	63%	45%	44%	44%	56%	62%	47%	53%	44%	48%	31%	43%	25%	25%
	100%	24%	26%	13%	3%	30%	30%	7%	16%	6%	39%	9%	21%	28%	30%	12%	14%	5%	4%
Total College	382	114	102	73	16	69	146	36	83	20	90	40	70	142	130	103	74	59	41
	48%	53%	48%	58%	59%	35%	54%	56%	56%	44%	36%	53%	45%	55%	51%	67%	56%	73%	72%
	100%	30%	27%	19%	4%	18%	38%	9%	22%	5%	24%	10%	18%	37%	34%	27%	19%	16%	11%

Q29. What is the last grade of school you completed?

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K/A	Cable	Satel- lite	Ante- nna	Stre- am.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
	8	3	1	5	0	7	1	2	7	3	4	2	2			3
Grade School or Less (1-8)	1%	1%	1%	1%	0%	1%	1%	3%	2%	1%	1%	1%	1%			2%
	100%	36%	13%	63%	6%	82%	14%	21%	82%	36%	49%	27%	28%			31%
	14	5		8	2	5		1	5	1	5		7	1	4	
Some High School	2%	1%		2%	1%	1%		1%	1%	0%	1%		4%	2%	3%	
	100%	37%		59%	16%	40%		7%	34%	7%	37%		48%	8%	31%	
	133	61	13	76	29	74	37	5	71	36	68	29	34	20	18	18
High School Graduate	17%	17%	17%	17%	17%	15%	16%	7%	16%	16%	17%	18%	19%	31%	11%	15%
	100%	46%	10%	57%	22%	55%	28%	4%	53%	27%	51%	22%	25%	15%	13%	14%
	32	10	1	13	5	20	8	1	18	5	6	1	7	5	5	4
Vocational / Technical Training	4%	3%	2%	3%	3%	4%	4%	2%	4%	2%	2%	1%	4%	7%	3%	3%
	100%	30%	4%	41%	16%	62%	25%	4%	55%	16%	20%	3%	22%	15%	17%	12%
	93	37	8	48	20	60	22	7	57	23	43	14	28	4	16	14
Some College (Less Than 2 Years)	12%	10%	11%	11%	11%	12%	10%	9%	13%	10%	11%	9%	16%	5%	9%	12%
	100%	39%	9%	52%	22%	65%	23%	7%	61%	25%	46%	15%	30%	4%	17%	15%
	125	47	16	72	31	78	35	12	61	27	60	29	31	7	24	20
Some College (2 Years Or More)	16%	13%	20%	16%	17%	16%	15%	17%	14%	12%	15%	17%	18%	10%	14%	17%
	100%	38%	12%	58%	24%	62%	28%	10%	49%	21%	48%	23%	25%	5%	19%	16%
	233	114	22	139	53	152	77	29	139	83	126	46	35	18	68	39
College Graduate	29%	31%	29%	30%	30%	31%	34%	40%	31%	36%	31%	28%	20%	27%	40%	32%
	100%	49%	9%	60%	23%	65%	33%	12%	59%	36%	54%	20%	15%	8%	29%	17%
	149	89	15	93	37	87	47	15	85	49	94	40	32	12	33	20
Post Graduate Work	19%	24%	20%	20%	21%	18%	21%	21%	19%	21%	23%	24%	19%	18%	19%	16%
	100%	60%	10%	62%	25%	59%	32%	10%	57%	33%	63%	27%	22%	8%	22%	13%
Don't Know																
	12	3		5		8	2		6	2	3	4			1	3
Refused	2%	1%		1%		2%	1%		1%	1%	1%	2%			1%	2%
	100%	21%		37%		61%	13%		52%	13%	21%	31%			10%	20%
	406	163	39	224	88	245	103	28	218	95	187	75	108	37	67	59
Total Non-College	51%	44%	52%	49%	50%	50%	45%	39%	49%	42%	46%	46%	62%	55%	40%	49%
	100%	40%	10%	55%	22%	60%	25%	7%	54%	23%	46%	19%	27%	9%	17%	15%
	382	204	37	232	90	239	124	44	224	132	220	86	67	30	101	58
Total College	48%	55%	48%	50%	50%	49%	54%	61%	50%	58%	54%	52%	38%	45%	60%	49%
	100%	53%	10%	61%	24%	63%	32%	11%	59%	35%	58%	22%	18%	8%	26%	15%

Q29. What is the last grade of school you completed?

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Spring- field	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Grade School or Less (1-8)	8	1				2	1	2	2	1		2
	1%	1%				1%	0%	2%	1%	1%		2%
	100%	15%				30%	9%	21%	28%	13%		30%
Some High School	14	3	1		2	1	3	1	4	6		1
	2%	2%	1%		3%	0%	2%	1%	2%	4%		0%
	100%	24%	10%		11%	4%	21%	4%	29%	41%		4%
High School Graduate	133	41	12	16	7	29	23	18	34	30	6	23
	17%	22%	11%	21%	12%	12%	14%	24%	20%	21%	7%	14%
	100%	31%	9%	12%	5%	22%	17%	13%	25%	23%	5%	17%
Vocational / Technical Training	32	11	3	2	3	7	8	5	4	8		7
	4%	6%	3%	3%	5%	3%	5%	7%	2%	6%		4%
	100%	35%	9%	7%	9%	21%	24%	16%	13%	26%		21%
Some College (Less Than 2 Years)	93	25	10	3	6	25	24	6	21	18	5	21
	12%	13%	9%	4%	10%	10%	14%	7%	12%	13%	6%	13%
	100%	27%	11%	3%	6%	27%	25%	6%	22%	19%	5%	22%
Some College (2 Years Or More)	125	33	17	11	7	42	25	7	35	17	11	31
	16%	17%	16%	14%	12%	17%	15%	9%	20%	12%	14%	19%
	100%	26%	14%	8%	6%	34%	20%	5%	28%	13%	9%	25%
College Graduate	233	37	42	28	21	79	55	23	44	31	28	51
	29%	19%	39%	37%	37%	33%	33%	30%	26%	22%	34%	32%
	100%	16%	18%	12%	9%	34%	24%	10%	19%	13%	12%	22%
Post Graduate Work	149	32	21	16	12	55	25	14	25	30	30	25
	19%	17%	20%	21%	21%	23%	15%	18%	14%	21%	37%	15%
	100%	22%	14%	11%	8%	37%	17%	9%	17%	20%	20%	17%
Don't Know												
Refused	12	6				3	4	1	4		1	2
	2%	3%				1%	2%	2%	2%		1%	1%
	100%	45%				24%	30%	11%	35%		8%	15%
Total Non-College	406	116	44	32	24	106	83	37	100	80	22	84
	51%	61%	41%	42%	42%	44%	50%	50%	57%	57%	27%	52%
	100%	28%	11%	8%	6%	26%	20%	9%	25%	20%	5%	21%
Total College	382	69	63	44	34	134	80	36	70	62	58	76
	48%	36%	59%	58%	58%	55%	48%	49%	40%	43%	72%	47%
	100%	18%	17%	12%	9%	35%	21%	10%	18%	16%	15%	20%

Q30. Which of the following income groups includes your total household income in 2023 before taxes?

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Under \$20,000	16	8	8	1	5	10		8	1	7		2	3	10	12	12	2	4	2		8
	2%	2%	2%	0%	2%	3%		3%	1%	3%		1%	1%	2%	2%	3%	1%	2%	1%		4%
	100%	49%	51%	6%	32%	61%		49%	6%	45%		10%	17%	61%	78%	76%	14%	25%	14%		51%
\$20,000 - \$29,999	39	15	24	7	6	26	5	10	4	20		7	13	19	31	33	4	12	1	21	3
	5%	4%	6%	3%	2%	9%	3%	4%	3%	7%		6%	6%	4%	5%	8%	1%	6%	1%	10%	2%
	100%	38%	62%	18%	15%	68%	13%	26%	10%	52%		19%	33%	49%	81%	86%	11%	32%	4%	54%	8%
\$30,000 - \$39,999	56	18	38	12	9	35	6	11	9	29		11	17	27	44	37	19	10	8	28	11
	7%	4%	10%	6%	3%	12%	3%	5%	8%	11%		10%	8%	6%	7%	9%	5%	5%	4%	13%	6%
	100%	31%	69%	21%	16%	63%	11%	20%	16%	52%		20%	30%	49%	78%	66%	34%	17%	14%	49%	19%
\$40,000 - \$49,999	54	28	25	13	12	28	6	22	9	16		6	10	34	44	33	19	20	7	13	12
	7%	7%	7%	6%	4%	9%	3%	10%	8%	6%		5%	5%	8%	7%	8%	5%	10%	3%	6%	7%
	100%	53%	47%	25%	23%	53%	12%	41%	18%	30%		12%	19%	64%	83%	62%	36%	37%	13%	25%	22%
\$50,000 - \$74,999	107	56	50	30	36	40	26	30	16	34		16	27	63	90	70	37	34	22	36	15
	13%	14%	13%	14%	13%	13%	14%	13%	14%	13%		14%	13%	14%	14%	17%	10%	17%	11%	17%	9%
	100%	53%	47%	29%	34%	37%	25%	28%	15%	32%		15%	26%	59%	85%	65%	35%	32%	21%	33%	14%
\$75,000 - \$99,999	108	57	50	29	39	41	18	39	19	31		14	28	63	91	56	52	32	26	24	27
	13%	14%	13%	13%	14%	13%	10%	17%	17%	12%		12%	13%	14%	14%	14%	14%	16%	12%	11%	16%
	100%	53%	47%	26%	36%	38%	17%	36%	18%	29%		13%	26%	59%	84%	51%	49%	29%	24%	22%	25%
\$100,000 - \$124,999	103	61	42	33	50	20	30	30	17	24		17	31	54	85	43	59	23	37	20	21
	13%	15%	11%	15%	18%	7%	16%	13%	16%	9%		14%	15%	12%	13%	11%	15%	12%	18%	10%	13%
	100%	59%	41%	32%	48%	20%	30%	30%	17%	24%		16%	31%	52%	83%	42%	57%	22%	36%	20%	21%
\$125,000 - \$149,999	52	33	19	15	24	13	15	17	10	9		3	17	30	47	21	30	15	18	7	12
	6%	8%	5%	7%	8%	4%	8%	8%	9%	3%		2%	8%	7%	7%	5%	8%	7%	9%	3%	7%
	100%	64%	36%	28%	46%	26%	30%	34%	19%	18%		6%	33%	59%	92%	41%	59%	28%	35%	13%	24%
\$150,000 and Over	139	92	47	62	55	22	61	31	18	30		25	44	71	115	31	108	21	71	11	37
	17%	22%	12%	29%	20%	7%	33%	13%	16%	11%		21%	20%	16%	17%	8%	28%	10%	34%	5%	22%
	100%	66%	34%	45%	40%	16%	44%	22%	13%	21%		18%	32%	51%	82%	22%	78%	15%	51%	8%	26%
Don't Know	19	6	13	3	3	13	3	2	1	13		2	2	14	16	13	6	5	1	8	5
	2%	1%	4%	1%	1%	4%	2%	1%	0%	5%		2%	1%	3%	2%	3%	2%	3%	0%	4%	3%
	100%	30%	70%	15%	15%	70%	17%	13%	3%	67%		13%	11%	74%	84%	70%	30%	26%	4%	43%	27%
Refused	109	44	65	11	42	57	14	30	8	57		14	24	63	87	57	45	23	17	34	28
	14%	11%	17%	5%	15%	19%	8%	13%	7%	21%		12%	11%	14%	13%	14%	12%	12%	8%	16%	16%
	100%	40%	60%	10%	38%	52%	13%	27%	7%	52%		13%	22%	57%	79%	52%	41%	21%	15%	31%	26%

Q30. Which of the following income groups includes your total household income in 2023 before taxes?

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Under \$20,000	16	1	14	10	5	16			1	15		1
	2%	1%	3%	2%	2%	10%			0%	3%		2%
	100%	10%	86%	65%	30%	100%			6%	94%		6%
\$20,000 - \$29,999	39	19	19	24	11	39			8	31	2	2
	5%	6%	4%	5%	4%	24%			4%	5%	2%	4%
	100%	48%	50%	63%	30%	100%			21%	79%	6%	6%
\$30,000 - \$39,999	56	20	28	32	22	56			16	39	5	5
	7%	7%	6%	7%	8%	34%			7%	7%	4%	9%
	100%	36%	50%	57%	39%	100%			29%	71%	9%	10%
\$40,000 - \$49,999	54	16	31	33	17	54			14	39	4	5
	7%	5%	7%	7%	6%	33%			6%	7%	4%	8%
	100%	29%	57%	61%	32%	100%			27%	73%	8%	9%
\$50,000 - \$74,999	107	31	67	64	36		107		19	86	8	5
	13%	11%	15%	14%	12%		50%		8%	15%	7%	9%
	100%	29%	63%	60%	34%		100%		18%	81%	8%	5%
\$75,000 - \$99,999	108	32	65	57	41		108		31	76	14	13
	13%	11%	15%	13%	14%		50%		14%	13%	12%	22%
	100%	30%	60%	53%	38%		100%		29%	70%	13%	12%
\$100,000 - \$124,999	103	34	62	55	40			103	37	64	21	8
	13%	12%	14%	12%	14%			35%	17%	11%	18%	13%
	100%	33%	61%	54%	39%			100%	36%	63%	21%	8%
\$125,000 - \$149,999	52	14	31	28	19			52	22	29	10	8
	6%	5%	7%	6%	7%			18%	10%	5%	9%	13%
	100%	28%	59%	55%	37%			100%	43%	56%	20%	15%
\$150,000 and Over	139	73	56	82	51			139	56	82	43	9
	17%	25%	13%	18%	18%			47%	25%	15%	37%	15%
	100%	52%	41%	59%	37%			100%	40%	59%	31%	6%
Don't Know	19	9	9	10	6				3	16	2	
	2%	3%	2%	2%	2%				1%	3%	1%	
	100%	45%	46%	55%	31%				14%	86%	9%	
Refused	109	42	54	54	41				16	86	6	4
	14%	14%	12%	12%	14%				7%	15%	6%	6%
	100%	38%	50%	49%	37%				14%	78%	6%	3%

Q30. Which of the following income groups includes your total household income in 2023 before taxes?

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Under \$20,000	16	15	1	6	8	7	4	11		16	11	12	9	9	3
	2%	2%	1%	2%	2%	2%	2%	3%		2%	2%	3%	2%	3%	2%
	100%	92%	8%	37%	53%	42%	27%	73%		100%	73%	89%	66%	66%	23%
\$20,000 - \$29,999	39	27	12	16	24	14	11	20	8	31	27	20	23	12	8
	5%	4%	7%	5%	5%	5%	4%	4%	9%	4%	5%	4%	5%	3%	5%
	100%	70%	30%	43%	63%	37%	29%	51%	20%	80%	71%	58%	69%	35%	23%
\$30,000 - \$39,999	56	41	15	25	35	21	19	31	6	50	37	41	34	28	13
	7%	7%	8%	7%	7%	8%	7%	7%	7%	7%	7%	8%	7%	8%	9%
	100%	74%	26%	44%	62%	38%	34%	55%	11%	89%	66%	79%	66%	54%	25%
\$40,000 - \$49,999	54	40	14	17	26	27	16	29	9	45	37	32	37	24	8
	7%	6%	8%	5%	5%	10%	6%	6%	11%	6%	7%	7%	7%	7%	5%
	100%	75%	25%	31%	49%	51%	30%	53%	17%	83%	70%	67%	78%	50%	16%
\$50,000 - \$74,999	107	86	21	50	72	32	33	66	8	99	74	68	60	42	26
	13%	14%	12%	14%	14%	12%	13%	14%	10%	14%	14%	14%	12%	12%	18%
	100%	80%	20%	47%	67%	30%	31%	62%	7%	93%	69%	74%	65%	46%	28%
\$75,000 - \$99,999	108	85	22	54	75	30	42	57	8	99	66	61	73	49	11
	13%	14%	13%	15%	15%	11%	16%	13%	10%	14%	12%	13%	14%	14%	8%
	100%	79%	21%	50%	70%	28%	39%	53%	8%	92%	61%	66%	79%	53%	12%
\$100,000 - \$124,999	103	80	22	46	63	37	34	55	13	90	68	57	64	43	14
	13%	13%	13%	13%	12%	13%	13%	12%	16%	12%	13%	12%	13%	13%	9%
	100%	78%	22%	45%	62%	36%	33%	54%	13%	87%	67%	63%	71%	48%	15%
\$125,000 - \$149,999	52	45	6	23	35	14	15	35	2	50	37	28	31	16	12
	6%	7%	4%	7%	7%	5%	6%	8%	2%	7%	7%	6%	6%	5%	9%
	100%	88%	12%	46%	67%	28%	29%	68%	3%	97%	71%	62%	67%	35%	27%
\$150,000 and Over	139	108	32	53	90	49	44	81	15	125	95	83	92	59	24
	17%	17%	18%	15%	17%	18%	17%	18%	18%	17%	18%	17%	18%	17%	17%
	100%	77%	23%	38%	64%	36%	31%	58%	10%	90%	69%	66%	73%	47%	19%
Don't Know	19	15	5	10	14	5	6	11	1	18	13	12	11	9	3
	2%	2%	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%
	100%	76%	24%	53%	72%	28%	34%	59%	7%	93%	66%	70%	64%	53%	17%
Refused	109	83	26	51	71	37	35	61	13	97	74	73	72	51	22
	14%	13%	15%	15%	14%	14%	14%	13%	15%	13%	14%	15%	14%	15%	15%
	100%	76%	24%	47%	65%	34%	32%	56%	12%	88%	68%	71%	70%	49%	22%

Q30. Which of the following income groups includes your total household income in 2023 before taxes?

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Under \$20,000	16	4	3	3		4	6	1	2		5	2	3	5	4	3	3	3	2
	2%	2%	1%	3%		2%	2%	1%	2%		2%	3%	2%	2%	2%	2%	2%	3%	3%
	100%	28%	18%	21%		28%	41%	5%	14%		34%	13%	18%	31%	25%	17%	17%	17%	11%
\$20,000 - \$29,999	39	8	15	4		10	11	1	5	2	18	3	13	11	10	2	6		
	5%	4%	7%	3%		5%	4%	2%	3%	5%	7%	4%	9%	4%	4%	1%	5%		
	100%	21%	38%	9%		27%	28%	3%	12%	6%	48%	7%	35%	29%	27%	5%	16%		
\$30,000 - \$39,999	56	12	14	9	5	15	11	4	10	6	22	4	11	12	14	7	4	3	1
	7%	5%	7%	7%	17%	8%	4%	7%	7%	14%	9%	5%	7%	5%	6%	5%	3%	4%	2%
	100%	21%	26%	16%	8%	28%	20%	8%	19%	12%	40%	7%	20%	22%	26%	13%	7%	6%	2%
\$40,000 - \$49,999	54	18	14	9	3	8	19	4	10	3	16	5	11	17	14	8	7	4	3
	7%	8%	7%	7%	9%	4%	7%	6%	7%	7%	6%	6%	7%	6%	6%	5%	5%	5%	5%
	100%	33%	26%	17%	5%	15%	35%	7%	18%	6%	30%	9%	21%	31%	27%	16%	12%	7%	5%
\$50,000 - \$74,999	107	26	34	16	2	26	36	6	20	7	36	13	27	28	36	11	13	3	2
	13%	12%	16%	13%	8%	14%	13%	10%	14%	16%	14%	17%	17%	11%	14%	7%	10%	4%	4%
	100%	24%	31%	15%	2%	25%	34%	6%	19%	7%	34%	12%	26%	27%	34%	10%	12%	3%	2%
\$75,000 - \$99,999	108	30	30	15	3	27	40	10	23	5	30	13	21	39	35	22	21	11	10
	13%	14%	14%	11%	12%	14%	15%	15%	15%	11%	12%	17%	13%	15%	14%	15%	16%	14%	17%
	100%	27%	28%	13%	3%	25%	37%	9%	21%	4%	28%	12%	19%	37%	33%	21%	20%	11%	9%
\$100,000 - \$124,999	103	22	29	25	1	23	30	9	29	2	32	10	22	38	30	28	20	12	8
	13%	10%	14%	20%	3%	12%	11%	14%	20%	4%	13%	13%	14%	15%	12%	18%	15%	15%	14%
	100%	21%	29%	25%	1%	22%	29%	9%	28%	2%	32%	10%	21%	37%	29%	27%	19%	12%	8%
\$125,000 - \$149,999	52	16	9	9	3	15	21	2	10	3	15	6	7	16	18	20	12	11	9
	6%	7%	4%	7%	10%	8%	8%	3%	7%	6%	6%	8%	4%	6%	7%	13%	9%	14%	17%
	100%	31%	17%	17%	5%	29%	41%	4%	20%	5%	29%	12%	13%	32%	36%	38%	23%	22%	18%
\$150,000 and Over	139	46	29	25	8	28	58	12	27	8	30	14	19	50	49	37	30	22	18
	17%	21%	14%	20%	27%	14%	22%	19%	18%	18%	12%	18%	12%	19%	19%	25%	23%	28%	31%
	100%	33%	21%	18%	5%	20%	42%	9%	19%	6%	22%	10%	14%	36%	35%	27%	22%	16%	13%
Don't Know	19	3	7	1	1	8	3	4	1	1	10		2	5	5	1			
	2%	2%	3%	0%	3%	4%	1%	7%	0%	2%	4%		1%	2%	2%	0%			
	100%	18%	34%	3%	4%	41%	18%	23%	3%	4%	52%		12%	24%	26%	3%			
Refused	109	31	29	11	3	29	33	11	10	8	37	6	20	39	38	14	18	12	5
	14%	14%	13%	9%	10%	15%	12%	16%	7%	17%	15%	8%	13%	15%	15%	9%	13%	14%	8%
	100%	28%	26%	10%	3%	26%	30%	10%	10%	7%	34%	6%	18%	36%	35%	13%	16%	11%	4%

Q30. Which of the following income groups includes your total household income in 2023 before taxes?

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Under \$20,000	16	8	2	10	1	10	4	1	10	4	9	5	8	1		2
	2%	2%	2%	2%	0%	2%	2%	2%	2%	2%	2%	3%	5%	1%		2%
	100%	53%	12%	63%	5%	65%	26%	8%	65%	28%	59%	30%	53%	5%		13%
\$20,000 - \$29,999	39	14	1	22	8	22	10	2	19	8	11	9	11	6	1	7
	5%	4%	1%	5%	4%	4%	4%	3%	4%	3%	3%	5%	6%	10%	0%	5%
	100%	36%	2%	57%	20%	56%	25%	6%	48%	20%	28%	22%	29%	16%	2%	17%
\$30,000 - \$39,999	56	19	3	26	15	28	14		26	8	18	8	10	7	16	8
	7%	5%	3%	6%	9%	6%	6%		6%	4%	4%	5%	6%	11%	9%	7%
	100%	33%	5%	46%	27%	50%	24%		46%	15%	33%	15%	17%	13%	28%	15%
\$40,000 - \$49,999	54	20	10	35	8	31	17	2	30	15	27	12	15	2	6	8
	7%	5%	12%	8%	4%	6%	8%	3%	7%	7%	7%	7%	9%	3%	4%	7%
	100%	37%	18%	65%	14%	57%	32%	4%	56%	29%	51%	22%	28%	4%	11%	15%
\$50,000 - \$74,999	107	44	13	64	16	63	23	4	59	20	52	20	24	13	21	15
	13%	12%	17%	14%	9%	13%	10%	5%	13%	9%	13%	12%	14%	20%	12%	12%
	100%	41%	12%	60%	15%	59%	22%	3%	56%	18%	49%	18%	22%	12%	19%	14%
\$75,000 - \$99,999	108	51	13	58	30	70	37	9	61	34	59	21	23	7	24	15
	13%	14%	17%	13%	17%	14%	16%	12%	14%	15%	14%	13%	13%	11%	14%	12%
	100%	47%	12%	54%	28%	65%	34%	8%	56%	31%	54%	19%	22%	7%	22%	14%
\$100,000 - \$124,999	103	43	13	59	29	66	40	8	55	32	53	18	19	9	21	26
	13%	12%	17%	13%	17%	13%	18%	11%	12%	14%	13%	11%	11%	13%	12%	21%
	100%	42%	13%	57%	29%	64%	39%	8%	54%	31%	52%	17%	19%	8%	20%	25%
\$125,000 - \$149,999	52	26	4	35	10	31	16	8	27	20	29	5	12	2	15	11
	6%	7%	6%	8%	6%	6%	7%	11%	6%	9%	7%	3%	7%	3%	9%	9%
	100%	51%	9%	67%	19%	60%	32%	15%	53%	40%	56%	10%	24%	4%	29%	22%
\$150,000 and Over	139	81	9	79	36	103	40	28	99	58	87	29	23	6	49	19
	17%	22%	11%	17%	21%	21%	17%	40%	22%	26%	21%	18%	13%	9%	29%	16%
	100%	58%	6%	57%	26%	74%	28%	20%	71%	42%	63%	21%	16%	4%	35%	14%
Don't Know	19	7		13	3	7	1		7	1	7	5	5	2	1	2
	2%	2%		3%	2%	1%	0%		2%	0%	2%	3%	3%	3%	0%	2%
	100%	38%		70%	14%	38%	3%		38%	3%	34%	26%	25%	9%	3%	13%
Refused	109	55	10	60	21	61	27	9	54	28	57	34	25	11	16	7
	14%	15%	13%	13%	12%	12%	12%	13%	12%	12%	14%	21%	14%	17%	10%	6%
	100%	51%	9%	55%	19%	55%	24%	8%	50%	26%	52%	31%	23%	10%	15%	7%



Q30. Which of the following income groups includes your total household income in 2023 before taxes?

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Under \$20,000	16	6			2	3	5	2	5	2	1	2
	2%	3%			3%	1%	3%	2%	3%	1%	1%	1%
	100%	40%			10%	18%	30%	10%	31%	11%	5%	13%
\$20,000 - \$29,999	39	9	3	3	1	11	2	6	7	13	3	8
	5%	5%	3%	4%	1%	4%	1%	8%	4%	9%	3%	5%
	100%	23%	9%	8%	2%	28%	5%	15%	19%	33%	7%	21%
\$30,000 - \$39,999	56	14	10	4	6	6	12	11	11	17	2	4
	7%	8%	9%	5%	10%	2%	7%	14%	6%	12%	2%	3%
	100%	26%	18%	6%	10%	10%	21%	19%	20%	30%	3%	7%
\$40,000 - \$49,999	54	15	7	6	2	10	8	4	17	14	1	9
	7%	8%	6%	7%	4%	4%	5%	5%	10%	10%	1%	6%
	100%	28%	12%	11%	4%	19%	15%	8%	32%	26%	1%	18%
\$50,000 - \$74,999	107	24	11	6	8	29	19	10	27	21	9	20
	13%	13%	10%	7%	13%	12%	11%	14%	16%	15%	11%	12%
	100%	23%	10%	5%	7%	27%	18%	10%	26%	19%	9%	19%
\$75,000 - \$99,999	108	28	14	11	4	33	20	10	23	21	10	23
	13%	15%	13%	14%	7%	14%	12%	13%	13%	15%	13%	14%
	100%	26%	13%	10%	4%	31%	18%	9%	22%	20%	9%	22%
\$100,000 - \$124,999	103	24	8	14	10	38	26	5	22	13	12	25
	13%	13%	7%	19%	18%	15%	15%	7%	12%	9%	15%	15%
	100%	23%	7%	14%	10%	37%	25%	5%	21%	12%	12%	25%
\$125,000 - \$149,999	52	10	9	7	2	14	13	4	10	10	1	13
	6%	5%	8%	9%	4%	6%	8%	6%	6%	7%	1%	8%
	100%	19%	17%	14%	5%	26%	26%	8%	19%	20%	1%	25%
\$150,000 and Over	139	16	30	17	19	54	37	11	23	15	21	33
	17%	9%	28%	22%	32%	22%	22%	14%	13%	11%	26%	20%
	100%	12%	22%	12%	13%	38%	27%	8%	16%	11%	15%	23%
Don't Know	19	6	2	1		8	5	2	2	2	6	2
	2%	3%	2%	1%		3%	3%	2%	1%	2%	7%	1%
	100%	29%	11%	3%		42%	26%	9%	11%	12%	31%	11%
Refused	109	38	13	9	5	38	20	11	26	14	16	23
	14%	20%	12%	12%	8%	16%	12%	14%	15%	10%	20%	14%
	100%	35%	12%	8%	4%	35%	18%	10%	24%	13%	14%	21%

Q31. Sex of Respondent

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
	418	418		146	136	136	187	231				51	111	243	354	197	211	197	211		
Male	52%	100%		68%	48%	45%	100%	100%				44%	52%	54%	53%	49%	55%	100%	100%		
	100%	100%		35%	32%	33%	45%	55%				12%	27%	58%	85%	47%	51%	47%	51%		
	382		382	69	145	168			112	270		66	105	204	309	209	170			209	170
Female	48%		100%	32%	52%	55%			100%	100%		56%	48%	46%	47%	51%	45%			100%	100%
	100%		100%	18%	38%	44%			29%	71%		17%	27%	53%	81%	55%	45%			55%	45%

Q31. Sex of Respondent

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Male	418	150	233	220	165	68	114	186	133	274	115	
	52%	52%	54%	49%	57%	42%	53%	63%	60%	49%	100%	
	100%	36%	56%	53%	39%	16%	27%	44%	32%	66%	28%	
Female	382	141	202	229	124	96	101	108	90	290		60
	48%	48%	46%	51%	43%	58%	47%	37%	40%	51%		100%
	100%	37%	53%	60%	32%	25%	26%	28%	23%	76%		16%

Q31. Sex of Respondent

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Male	418	327	91	189	273	136	142	228	48	370	276	250	256	172	78
	52%	52%	52%	54%	53%	50%	55%	50%	59%	51%	51%	51%	51%	50%	54%
	100%	78%	22%	45%	65%	33%	34%	55%	12%	88%	66%	67%	69%	46%	21%
Female	382	298	84	163	241	138	118	230	34	348	264	237	251	170	67
	48%	48%	48%	46%	47%	50%	45%	50%	41%	49%	49%	49%	49%	50%	46%
	100%	78%	22%	43%	63%	36%	31%	60%	9%	91%	69%	69%	73%	50%	20%

Q31. Sex of Respondent

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Male	418	120	109	81	13	82	149	35	93	20	109	41	78	149	147	103	81	53	38
	52%	55%	51%	64%	47%	42%	55%	54%	63%	45%	43%	54%	50%	57%	58%	68%	61%	65%	66%
	100%	29%	26%	19%	3%	20%	36%	8%	22%	5%	26%	10%	19%	36%	35%	25%	19%	13%	9%
Female	382	96	104	46	15	112	120	30	54	25	145	35	79	112	107	49	52	29	19
	48%	45%	49%	36%	53%	58%	45%	46%	37%	55%	57%	46%	50%	43%	42%	32%	39%	35%	34%
	100%	25%	27%	12%	4%	29%	31%	8%	14%	6%	38%	9%	21%	29%	28%	13%	14%	8%	5%

Q31. Sex of Respondent

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Male	418	201	47	252	85	292	146	56	263	157	234	75	81	32	96	74
	52%	54%	61%	55%	48%	59%	64%	78%	59%	69%	57%	46%	46%	48%	57%	62%
	100%	48%	11%	60%	20%	70%	35%	13%	63%	38%	56%	18%	19%	8%	23%	18%
Female	382	168	30	208	93	199	82	16	184	71	175	90	94	35	73	46
	48%	46%	39%	45%	52%	41%	36%	22%	41%	31%	43%	54%	54%	52%	43%	38%
	100%	44%	8%	55%	24%	52%	21%	4%	48%	19%	46%	23%	25%	9%	19%	12%

Q31. Sex of Respondent

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Male	418	91	66	47	39	127	87	39	91	74	42	85
	52%	48%	62%	62%	67%	52%	52%	52%	52%	52%	52%	52%
	100%	22%	16%	11%	9%	30%	21%	9%	22%	18%	10%	20%
Female	382	99	41	29	19	116	79	36	83	68	39	78
	48%	52%	38%	38%	33%	48%	48%	48%	48%	48%	48%	48%
	100%	26%	11%	8%	5%	30%	21%	9%	22%	18%	10%	20%

Q32. DMA

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
	243	127	116	54	94	95	48	79	35	81		42	57	139	196	106	134	50	75	56	60
St. Louis	30%	30%	30%	25%	34%	31%	26%	34%	31%	30%		36%	26%	31%	30%	26%	35%	25%	35%	27%	35%
	100%	52%	48%	22%	39%	39%	20%	33%	14%	33%		17%	23%	57%	81%	44%	55%	21%	31%	23%	24%
	166	87	79	41	68	58	41	46	19	60		18	56	87	143	83	80	40	45	43	35
Kansas City	21%	21%	21%	19%	24%	19%	22%	20%	17%	22%		16%	26%	19%	22%	20%	21%	20%	21%	21%	20%
	100%	52%	48%	24%	41%	35%	24%	28%	12%	36%		11%	34%	52%	86%	50%	48%	24%	27%	26%	21%
	75	39	36	29	16	30	27	13	13	23		13	21	38	59	37	36	16	22	21	15
Columbia- Jefferson City	9%	9%	9%	14%	6%	10%	14%	5%	12%	8%		11%	10%	9%	9%	9%	10%	8%	10%	10%	9%
	100%	52%	48%	39%	21%	40%	35%	17%	18%	30%		18%	28%	51%	79%	50%	49%	22%	29%	28%	20%
	174	91	83	42	61	71	37	54	18	65		21	43	106	149	100	70	47	40	52	30
Springfield	22%	22%	22%	19%	22%	23%	20%	23%	16%	24%		18%	20%	24%	22%	25%	18%	24%	19%	25%	17%
	100%	52%	48%	24%	35%	41%	21%	31%	11%	37%		12%	25%	61%	86%	57%	40%	27%	23%	30%	17%
	142	74	68	49	42	51	35	39	26	42		23	39	77	116	80	62	44	30	36	31
Balance	18%	18%	18%	23%	15%	17%	18%	17%	23%	15%		20%	18%	17%	17%	20%	16%	22%	14%	17%	18%
	100%	52%	48%	35%	30%	36%	24%	28%	18%	29%		16%	28%	54%	82%	57%	43%	31%	21%	26%	22%



Q32. DMA

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
St. Louis	243	84	142	107	114	30	63	105	51	185	28	14
	30%	29%	33%	24%	40%	18%	29%	36%	23%	33%	24%	24%
	100%	34%	58%	44%	47%	12%	26%	43%	21%	76%	12%	6%
Kansas City	166	65	93	83	68	26	39	76	54	111	33	12
	21%	22%	21%	18%	24%	16%	18%	26%	24%	20%	28%	20%
	100%	39%	56%	50%	41%	16%	23%	46%	32%	67%	20%	7%
Columbia- Jefferson City	75	29	36	38	32	22	20	20	29	45	14	11
	9%	10%	8%	8%	11%	14%	10%	7%	13%	8%	12%	18%
	100%	39%	47%	51%	43%	30%	27%	26%	39%	60%	19%	14%
Springfield	174	69	80	132	29	40	50	54	46	124	20	8
	22%	24%	18%	29%	10%	25%	24%	19%	21%	22%	18%	14%
	100%	40%	46%	76%	17%	23%	29%	31%	26%	71%	12%	5%
Balance	142	43	86	90	44	45	42	38	43	98	20	15
	18%	15%	20%	20%	15%	28%	20%	13%	19%	17%	18%	24%
	100%	31%	60%	64%	31%	32%	30%	27%	30%	70%	14%	10%

Q32. DMA

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
St. Louis	243	176	67	96	147	93	79	135	29	214	165	145	155	109	36
	30%	28%	39%	27%	29%	34%	30%	30%	36%	30%	30%	30%	31%	32%	25%
	100%	72%	28%	39%	60%	38%	32%	56%	12%	88%	68%	68%	72%	51%	17%
Kansas City	166	140	27	80	117	46	61	92	13	153	105	102	113	74	28
	21%	22%	15%	23%	23%	17%	23%	20%	16%	21%	20%	21%	22%	22%	19%
	100%	84%	16%	48%	70%	27%	37%	55%	8%	92%	63%	68%	75%	49%	18%
Columbia- Jefferson City	75	56	19	32	44	30	17	50	8	67	58	43	44	27	16
	9%	9%	11%	9%	9%	11%	7%	11%	9%	9%	11%	9%	9%	8%	11%
	100%	75%	25%	42%	59%	39%	23%	67%	10%	90%	77%	66%	67%	42%	24%
Springfield	174	144	30	84	116	56	66	91	17	157	108	115	112	78	37
	22%	23%	17%	24%	23%	21%	25%	20%	20%	22%	20%	24%	22%	23%	26%
	100%	83%	17%	49%	67%	32%	38%	52%	10%	90%	62%	73%	71%	49%	24%
Balance	142	110	32	60	89	50	37	89	15	127	104	81	83	54	27
	18%	18%	18%	17%	17%	18%	14%	19%	18%	18%	19%	17%	16%	16%	19%
	100%	77%	23%	42%	63%	35%	26%	63%	11%	89%	74%	65%	67%	43%	22%

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
St. Louis	243	73	57	54	5	51	88	12	61	8	70	21	46	106	70	61	47	36	26
	30%	34%	27%	42%	17%	26%	33%	19%	42%	19%	28%	28%	29%	41%	27%	40%	35%	44%	45%
	100%	30%	24%	22%	2%	21%	36%	5%	25%	3%	29%	9%	19%	44%	29%	25%	19%	15%	11%
Kansas City	166	18	57	25	7	50	39	21	35	7	53	23	38	21	38	22	5	7	3
	21%	8%	27%	20%	24%	26%	14%	32%	24%	15%	21%	30%	24%	8%	15%	14%	4%	8%	4%
	100%	11%	34%	15%	4%	30%	23%	12%	21%	4%	32%	14%	23%	13%	23%	13%	3%	4%	2%
Columbia- Jefferson City	75	37	13	9	2	12	39	6	11	4	12	7	9	40	29	10	23	10	9
	9%	17%	6%	7%	6%	6%	15%	9%	8%	9%	5%	9%	6%	15%	11%	6%	17%	12%	16%
	100%	49%	17%	12%	2%	16%	52%	8%	15%	5%	16%	9%	12%	54%	39%	13%	30%	13%	12%
Springfield	174	61	38	21	8	41	70	14	22	14	53	14	28	70	84	33	50	18	13
	22%	28%	18%	16%	27%	21%	26%	21%	15%	30%	21%	19%	18%	27%	33%	22%	38%	22%	22%
	100%	35%	22%	12%	4%	24%	40%	8%	13%	8%	30%	8%	16%	40%	48%	19%	29%	10%	7%
Balance	142	27	47	18	7	40	33	12	18	12	65	10	36	24	34	27	8	10	7
	18%	12%	22%	14%	25%	21%	12%	19%	12%	27%	26%	14%	23%	9%	13%	18%	6%	13%	12%
	100%	19%	33%	12%	5%	28%	23%	9%	12%	8%	46%	7%	25%	17%	24%	19%	6%	7%	5%

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
St. Louis	243	136	19	150	53	168	95	23	150	85	144	71	38	19	51	34
	30%	37%	25%	33%	30%	34%	42%	32%	34%	37%	35%	43%	22%	29%	30%	28%
	100%	56%	8%	62%	22%	69%	39%	9%	62%	35%	59%	29%	15%	8%	21%	14%
Kansas City	166	58	12	102	24	98	41	9	87	37	66	35	39	13	48	12
	21%	16%	16%	22%	14%	20%	18%	12%	20%	16%	16%	21%	22%	20%	29%	10%
	100%	35%	7%	62%	15%	59%	24%	5%	53%	22%	40%	21%	23%	8%	29%	7%
Columbia- Jefferson City	75	54	8	49	12	49	21	9	49	28	53	13	16	7	13	20
	9%	15%	11%	11%	7%	10%	9%	12%	11%	12%	13%	8%	9%	11%	7%	17%
	100%	72%	11%	66%	16%	66%	28%	11%	66%	38%	71%	17%	21%	10%	17%	27%
Springfield	174	78	26	77	61	100	37	23	93	47	97	24	44	16	33	32
	22%	21%	34%	17%	34%	20%	16%	33%	21%	21%	24%	14%	25%	24%	19%	27%
	100%	45%	15%	44%	35%	58%	21%	13%	53%	27%	56%	14%	26%	9%	19%	19%
Balance	142	43	11	81	27	75	35	8	68	31	49	22	38	11	24	22
	18%	12%	14%	18%	15%	15%	15%	11%	15%	14%	12%	14%	22%	17%	14%	18%
	100%	30%	8%	57%	19%	53%	25%	5%	48%	22%	35%	16%	27%	8%	17%	16%

Q32. DMA

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
St. Louis	243	63	43	22	12	243					81	162
	30%	33%	41%	30%	20%	100%					100%	100%
	100%	26%	18%	9%	5%	100%					33%	67%
Kansas City	166	45	20	10	20		166					
	21%	24%	19%	14%	34%		100%					
	100%	27%	12%	6%	12%		100%					
Columbia- Jefferson City	75	13	17	6	6			75				
	9%	7%	16%	8%	10%			100%				
	100%	18%	23%	8%	8%			100%				
Springfield	174	35	12	18	12				174			
	22%	18%	12%	23%	20%				100%			
	100%	20%	7%	10%	7%				100%			
Balance	142	34	14	19	9					142		
	18%	18%	13%	25%	15%					100%		
	100%	24%	10%	13%	6%					100%		

Q33. St. Louis DMA Breaks

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
	81	42	39	12	27	41	13	29	7	32		10	21	48	68	22	58	9	32	13	26
St Louis City/County	10%	10%	10%	6%	10%	14%	7%	13%	6%	12%		9%	10%	11%	10%	5%	15%	5%	15%	6%	15%
	100%	52%	48%	15%	33%	51%	16%	36%	8%	39%		13%	25%	59%	85%	27%	72%	11%	40%	16%	32%
	162	85	78	41	67	53	35	50	28	49		31	37	91	127	84	76	41	42	43	34
St Louis Collar	20%	20%	20%	19%	24%	18%	19%	22%	25%	18%		27%	17%	20%	19%	21%	20%	21%	20%	20%	20%
	100%	52%	48%	26%	42%	33%	21%	31%	17%	30%		19%	23%	56%	78%	52%	47%	25%	26%	26%	21%

Q33. St. Louis DMA Breaks

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
St Louis City/County	81	31	43	27	43	6	19	34	11	68	10	
	10%	11%	10%	6%	15%	3%	9%	12%	5%	12%	8%	
	100%	38%	53%	34%	53%	7%	24%	42%	13%	84%	12%	
St Louis Collar	162	53	98	79	71	24	43	71	40	118	18	14
	20%	18%	23%	18%	25%	15%	20%	24%	18%	21%	16%	24%
	100%	33%	61%	49%	44%	15%	27%	43%	25%	72%	11%	9%

Q33. St. Louis DMA Breaks

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
St Louis City/County	81	61	20	35	50	31	34	39	9	72	47	52	50	41	10
	10%	10%	11%	10%	10%	11%	13%	8%	11%	10%	9%	11%	10%	12%	7%
	100%	76%	24%	44%	62%	38%	41%	48%	11%	89%	59%	80%	78%	64%	16%
St Louis Collar	162	115	48	60	97	62	45	97	21	142	117	94	105	68	26
	20%	18%	27%	17%	19%	23%	17%	21%	25%	20%	22%	19%	21%	20%	18%
	100%	71%	29%	37%	60%	38%	28%	60%	13%	87%	72%	62%	70%	45%	17%



Q33. St. Louis DMA Breaks

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
St Louis City/County	81	22	29	11	1	15	28	6	16	3	25	9	23	40	26	18	17	14	8
	10%	10%	14%	9%	5%	8%	10%	9%	11%	7%	10%	12%	15%	15%	10%	12%	13%	17%	15%
	100%	27%	36%	14%	2%	18%	35%	7%	20%	4%	31%	12%	29%	49%	32%	23%	21%	17%	10%
St Louis Collar	162	51	28	42	3	36	60	6	45	5	45	12	23	66	44	42	30	22	17
	20%	24%	13%	33%	12%	19%	22%	9%	31%	12%	18%	15%	15%	25%	17%	28%	22%	27%	30%
	100%	31%	17%	26%	2%	22%	37%	4%	28%	3%	28%	7%	14%	41%	27%	26%	18%	14%	11%

Q33. St. Louis DMA Breaks

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
St Louis City/County	81	51	4	63	10	53	25	8	51	25	52	36	13	8	9	7
	10%	14%	6%	14%	5%	11%	11%	12%	11%	11%	13%	22%	8%	12%	5%	5%
	100%	63%	5%	78%	12%	66%	31%	10%	64%	31%	64%	45%	16%	10%	11%	8%
St Louis Collar	162	85	15	87	43	115	70	14	99	60	92	34	24	11	42	27
	20%	23%	19%	19%	24%	23%	31%	20%	22%	26%	22%	21%	14%	17%	25%	22%
	100%	52%	9%	53%	27%	71%	43%	9%	61%	37%	57%	21%	15%	7%	26%	17%

Q33. St. Louis DMA Breaks

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/ Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
St Louis City/County	81	22	14	8	3	81					81	
	10%	11%	13%	10%	4%	33%					100%	
	100%	27%	17%	9%	3%	100%					100%	
St Louis Collar	162	41	29	15	9	162						162
	20%	22%	27%	20%	16%	67%						100%
	100%	25%	18%	9%	6%	100%						100%

Q34. Metro Type

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Urban	105	60	45	33	38	35	31	30	13	33	20	31	52	83	42	61	24	33	18	27
	13%	14%	12%	15%	14%	11%	16%	13%	11%	12%	17%	15%	12%	13%	10%	16%	12%	16%	9%	16%
	100%	57%	43%	31%	36%	33%	29%	28%	12%	31%	19%	30%	49%	79%	40%	58%	23%	32%	17%	26%
Suburban	239	130	108	45	95	99	46	84	25	83	24	68	142	210	101	132	47	80	54	53
	30%	31%	28%	21%	34%	32%	25%	36%	23%	31%	21%	32%	32%	32%	25%	35%	24%	38%	26%	31%
	100%	55%	45%	19%	40%	41%	19%	35%	11%	35%	10%	28%	59%	88%	43%	56%	20%	33%	23%	22%
Town	104	54	51	24	33	48	21	33	14	37	23	28	50	78	60	43	31	22	29	21
	13%	13%	13%	11%	12%	16%	11%	14%	12%	14%	19%	13%	11%	12%	15%	11%	16%	10%	14%	13%
	100%	51%	49%	23%	32%	46%	20%	31%	13%	36%	22%	27%	47%	75%	58%	41%	30%	21%	28%	21%
Rural	352	174	178	114	114	124	89	85	61	117	51	88	204	292	203	145	95	76	107	69
	44%	42%	46%	53%	41%	41%	48%	37%	54%	43%	43%	41%	46%	44%	50%	38%	48%	36%	51%	40%
	100%	49%	51%	32%	32%	35%	25%	24%	17%	33%	15%	25%	58%	83%	58%	41%	27%	22%	31%	20%
Unknown																				

Q34. Metro Type

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Urban	105	46	50	44	56	17	31	42	28	76	19	5
	13%	16%	11%	10%	19%	10%	15%	14%	13%	13%	16%	9%
	100%	44%	47%	42%	53%	16%	30%	40%	27%	72%	18%	5%
Suburban	239	97	127	119	95	27	58	105	53	181	37	10
	30%	34%	29%	26%	33%	16%	27%	36%	24%	32%	32%	16%
	100%	41%	53%	50%	40%	11%	24%	44%	22%	76%	16%	4%
Town	104	44	51	70	30	33	31	26	31	73	12	8
	13%	15%	12%	16%	10%	20%	14%	9%	14%	13%	11%	14%
	100%	42%	49%	67%	29%	32%	30%	24%	30%	70%	12%	8%
Rural	352	103	208	216	108	87	94	120	110	234	47	36
	44%	36%	48%	48%	37%	53%	44%	41%	50%	41%	41%	61%
	100%	29%	59%	61%	31%	25%	27%	34%	31%	66%	13%	10%
Unknown												

Q34. Metro Type

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Urban	105	84	22	40	63	38	26	72	8	98	80	59	65	43	16
	13%	13%	12%	12%	12%	14%	10%	16%	9%	14%	15%	12%	13%	13%	11%
	100%	79%	21%	38%	60%	36%	24%	68%	7%	93%	76%	62%	68%	45%	17%
Suburban	239	181	58	104	154	80	80	132	26	212	158	135	162	104	30
	30%	29%	33%	30%	30%	29%	31%	29%	32%	30%	29%	28%	32%	30%	21%
	100%	76%	24%	43%	65%	33%	34%	55%	11%	89%	66%	65%	78%	50%	15%
Town	104	82	22	51	71	33	36	57	11	94	68	64	63	44	20
	13%	13%	13%	15%	14%	12%	14%	13%	13%	13%	13%	13%	13%	13%	14%
	100%	78%	22%	49%	68%	32%	35%	55%	10%	90%	65%	67%	67%	46%	21%
Rural	352	278	73	156	225	123	117	197	37	314	234	228	216	151	77
	44%	45%	42%	44%	44%	45%	45%	43%	46%	44%	43%	47%	43%	44%	54%
	100%	79%	21%	44%	64%	35%	33%	56%	11%	89%	67%	72%	68%	48%	24%
Unknown															

Q34. Metro Type

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Urban	105	29	29	14	5	26	33	8	17	7	37	6	21	31	34	21	21	11	8
	13%	14%	14%	11%	17%	13%	12%	13%	11%	16%	15%	7%	13%	12%	13%	14%	15%	14%	14%
	100%	28%	27%	13%	5%	25%	31%	8%	16%	7%	35%	5%	20%	30%	32%	20%	19%	11%	8%
Suburban	239	53	68	46	7	59	84	17	53	7	69	33	51	88	81	54	50	35	27
	30%	25%	32%	36%	24%	30%	31%	27%	36%	15%	27%	43%	33%	34%	32%	35%	37%	43%	47%
	100%	22%	28%	19%	3%	25%	35%	7%	22%	3%	29%	14%	21%	37%	34%	23%	21%	15%	11%
Town	104	29	35	13	7	16	36	9	13	10	33	11	27	28	35	14	11	5	3
	13%	13%	17%	10%	26%	8%	13%	14%	9%	23%	13%	15%	17%	11%	14%	9%	8%	6%	5%
	100%	28%	34%	12%	7%	15%	35%	9%	12%	10%	31%	11%	26%	27%	33%	13%	10%	5%	2%
Rural	352	104	81	54	9	94	117	30	64	21	114	27	58	113	105	64	52	30	19
	44%	48%	38%	43%	33%	48%	43%	47%	44%	46%	45%	35%	37%	43%	41%	42%	39%	37%	34%
	100%	30%	23%	15%	3%	27%	33%	9%	18%	6%	32%	8%	16%	32%	30%	18%	15%	9%	6%
Unknown																			

Q34. Metro Type

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Urban	105	53	6	63	15	58	25	12	54	30	51	34	14	8	25	12
	13%	14%	8%	14%	8%	12%	11%	17%	12%	13%	13%	20%	8%	12%	15%	10%
	100%	51%	5%	59%	14%	55%	23%	11%	52%	28%	49%	32%	13%	8%	23%	11%
Suburban	239	116	19	145	50	170	83	29	151	82	127	74	31	21	54	29
	30%	31%	25%	32%	28%	35%	36%	41%	34%	36%	31%	45%	18%	31%	32%	24%
	100%	49%	8%	61%	21%	71%	35%	12%	63%	34%	53%	31%	13%	9%	22%	12%
Town	104	40	14	63	30	51	23	8	46	23	50	32	20	5	25	9
	13%	11%	18%	14%	17%	10%	10%	12%	10%	10%	12%	20%	12%	7%	15%	8%
	100%	39%	13%	60%	29%	49%	22%	8%	44%	22%	48%	31%	19%	5%	24%	9%
Rural	352	159	38	189	83	211	98	21	196	93	181	25	109	33	66	70
	44%	43%	49%	41%	47%	43%	43%	30%	44%	41%	44%	15%	62%	50%	39%	59%
	100%	45%	11%	54%	24%	60%	28%	6%	56%	27%	52%	7%	31%	9%	19%	20%
Unknown																



Q34. Metro Type

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Urban	105	22	23	6	8	21	27	14	17	26	10	11
	13%	11%	22%	8%	13%	9%	16%	18%	10%	19%	12%	7%
	100%	21%	22%	6%	7%	20%	26%	13%	16%	25%	9%	11%
Suburban	239	63	33	25	18	143	64	5	20	7	69	74
	30%	33%	31%	33%	32%	59%	39%	6%	11%	5%	85%	46%
	100%	26%	14%	11%	8%	60%	27%	2%	8%	3%	29%	31%
Town	104	28	12	10	10	19	23	7	29	26	1	18
	13%	15%	11%	14%	17%	8%	14%	10%	17%	19%	1%	11%
	100%	27%	11%	10%	9%	18%	22%	7%	28%	25%	1%	17%
Rural	352	78	39	34	22	60	52	49	108	82	1	59
	44%	41%	37%	45%	38%	25%	31%	66%	62%	58%	1%	36%
	100%	22%	11%	10%	6%	17%	15%	14%	31%	23%	0%	17%
Unknown												

Q35. DataTrust Modeled Party

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total Matched	714	372	342	207	244	262	179	193	101	241	103	193	401	595	369	333	178	185	191	148
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	29%	34%	37%	25%	27%	14%	34%	14%	27%	56%	83%	52%	47%	25%	26%	27%	21%
Strong GOP	421	214	208	98	150	172	91	122	52	155	60	102	253	355	212	201	105	103	107	99
	59%	57%	61%	47%	62%	66%	51%	63%	52%	64%	59%	53%	63%	60%	57%	60%	59%	56%	56%	67%
	100%	51%	49%	23%	36%	41%	22%	29%	12%	37%	14%	24%	60%	84%	50%	48%	25%	24%	25%	23%
Weak GOP	190	105	85	64	64	62	49	56	34	51	27	63	92	155	96	92	48	55	48	36
	27%	28%	25%	31%	26%	24%	27%	29%	33%	21%	26%	33%	23%	26%	26%	28%	27%	30%	25%	25%
	100%	55%	45%	33%	34%	33%	26%	30%	18%	27%	14%	33%	48%	81%	51%	48%	25%	29%	25%	19%
Swing	103	53	50	45	29	28	38	15	15	35	15	29	56	85	61	40	25	27	36	13
	14%	14%	15%	22%	12%	11%	21%	8%	15%	14%	15%	15%	14%	14%	17%	12%	14%	14%	19%	9%
	100%	52%	48%	44%	28%	28%	37%	14%	14%	34%	15%	28%	55%	83%	60%	39%	24%	26%	35%	13%

Q35. DataTrust Modeled Party

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total Matched	714	254	393	407	249	147	185	262	206	494	109	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	55%	57%	35%	21%	26%	37%	29%	69%	15%	8%
Strong GOP	421	141	246	235	147	84	109	147	110	305	59	27
	59%	55%	63%	58%	59%	57%	59%	56%	53%	62%	54%	50%
	100%	33%	58%	56%	35%	20%	26%	35%	26%	72%	14%	6%
Weak GOP	190	70	100	113	62	42	49	78	63	121	29	19
	27%	27%	25%	28%	25%	28%	26%	30%	31%	24%	27%	35%
	100%	37%	53%	60%	33%	22%	26%	41%	33%	64%	16%	10%
Swing	103	44	47	59	40	22	27	37	33	68	20	8
	14%	17%	12%	14%	16%	15%	15%	14%	16%	14%	19%	15%
	100%	43%	46%	57%	39%	21%	26%	36%	32%	67%	20%	8%

Q35. DataTrust Modeled Party

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total Matched	714	557	157	320	463	238	215	429	69	644	498	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	45%	65%	33%	30%	60%	10%	90%	70%	68%	71%	48%	20%
Strong GOP	421	335	86	202	284	127	145	241	35	387	276	298	310	227	72
	59%	60%	55%	63%	61%	53%	67%	56%	50%	60%	55%	61%	61%	66%	50%
	100%	80%	20%	48%	67%	30%	34%	57%	8%	92%	66%	71%	74%	54%	17%
Weak GOP	190	140	49	74	117	70	52	114	23	166	137	128	126	83	45
	27%	25%	31%	23%	25%	30%	24%	27%	34%	26%	28%	26%	25%	24%	31%
	100%	74%	26%	39%	62%	37%	28%	60%	12%	88%	72%	68%	67%	44%	24%
Swing	103	81	21	43	62	40	18	74	11	91	85	60	71	33	27
	14%	15%	14%	14%	13%	17%	8%	17%	16%	14%	17%	12%	14%	10%	19%
	100%	79%	21%	42%	61%	39%	17%	72%	11%	89%	83%	58%	69%	32%	26%

Q35. DataTrust Modeled Party

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total Matched	714	186	190	115	21	178	239	55	132	37	230	69	141	220	225	137	114	69	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	26%	27%	16%	3%	25%	33%	8%	18%	5%	32%	10%	20%	31%	31%	19%	16%	10%	7%
Strong GOP	421	106	118	62	11	111	138	36	69	20	146	40	87	133	132	80	70	37	25
	59%	57%	62%	54%	55%	63%	58%	66%	53%	52%	64%	59%	62%	60%	59%	58%	62%	54%	53%
	100%	25%	28%	15%	3%	26%	33%	9%	16%	5%	35%	10%	21%	32%	31%	19%	17%	9%	6%
Weak GOP	190	52	52	28	8	44	66	14	34	12	59	16	39	58	57	34	28	18	14
	27%	28%	27%	24%	39%	25%	27%	25%	26%	32%	26%	24%	28%	26%	26%	25%	25%	26%	29%
	100%	28%	27%	15%	4%	23%	35%	7%	18%	6%	31%	9%	21%	30%	30%	18%	15%	9%	7%
Swing	103	28	20	25	1	22	35	5	28	6	24	12	15	29	35	23	15	14	8
	14%	15%	10%	22%	7%	12%	15%	9%	21%	16%	11%	18%	10%	13%	16%	17%	13%	20%	17%
	100%	28%	19%	25%	1%	22%	34%	5%	28%	6%	24%	12%	14%	29%	34%	23%	15%	14%	8%

Q35. DataTrust Modeled Party

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total Matched	714	324	67	401	166	440	205	62	399	205	360	141	153	58	160	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	45%	9%	56%	23%	62%	29%	9%	56%	29%	50%	20%	21%	8%	22%	15%
Strong GOP	421	188	43	248	101	257	121	32	237	124	219	95	84	36	89	58
	59%	58%	64%	62%	61%	59%	59%	52%	59%	60%	61%	67%	55%	61%	55%	53%
	100%	45%	10%	59%	24%	61%	29%	8%	56%	29%	52%	23%	20%	8%	21%	14%
Weak GOP	190	96	12	103	44	119	49	19	107	53	96	30	46	14	46	32
	27%	30%	17%	26%	27%	27%	24%	30%	27%	26%	27%	21%	30%	25%	29%	29%
	100%	51%	6%	55%	23%	63%	26%	10%	56%	28%	50%	16%	24%	8%	24%	17%
Swing	103	40	12	50	21	63	35	11	55	28	46	16	23	8	26	20
	14%	12%	18%	12%	13%	14%	17%	18%	14%	14%	13%	11%	15%	14%	16%	18%
	100%	39%	12%	48%	20%	62%	34%	11%	54%	27%	44%	16%	23%	8%	25%	19%

Q35. DataTrust Modeled Party

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total Matched	714	162	95	71	54	214	151	65	158	125	65	150
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	23%	13%	10%	8%	30%	21%	9%	22%	17%	9%	21%
Strong GOP	421	96	53	40	35	145	88	32	87	69	48	97
	59%	59%	56%	57%	65%	68%	58%	49%	55%	56%	74%	65%
	100%	23%	13%	10%	8%	34%	21%	8%	21%	16%	11%	23%
Weak GOP	190	42	28	16	12	43	39	26	44	38	11	32
	27%	26%	29%	23%	22%	20%	26%	39%	28%	31%	17%	22%
	100%	22%	15%	8%	6%	23%	20%	13%	23%	20%	6%	17%
Swing	103	24	14	15	7	26	25	8	27	17	6	20
	14%	15%	15%	21%	13%	12%	16%	12%	17%	14%	9%	14%
	100%	23%	14%	14%	7%	25%	24%	8%	26%	16%	6%	20%

Q36. DataTrust Modeled Race

Population Column % Row %	Sex		Age			Men		Women		Self-Ideology				Education		Men		Women		
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total Matched	714	372	342	207	244	262	179	193	101	241	103	193	401	595	369	333	178	185	191	148
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	29%	34%	37%	25%	27%	14%	34%	14%	27%	56%	83%	52%	47%	25%	26%	27%	21%
Black	33	16	17	7	13	13	6	10	8	8	3	10	17	27	14	15	7	7	7	9
	5%	4%	5%	3%	6%	5%	4%	5%	8%	4%	3%	5%	4%	4%	4%	5%	4%	4%	4%	6%
	100%	49%	51%	21%	40%	38%	19%	30%	25%	26%	9%	29%	51%	80%	42%	46%	21%	21%	21%	26%
Asian	3		3	1		1			1	1		1	1	3	1	1			1	1
	0%		1%	1%		0%			1%	1%		1%	0%	0%	0%	0%			1%	1%
	100%		100%	51%		49%			51%	49%		49%	51%	100%	49%	51%			49%	51%
White	667	350	317	195	225	248	169	181	88	229	98	179	376	556	351	309	170	174	181	135
	93%	94%	93%	94%	92%	94%	95%	94%	87%	95%	96%	93%	94%	93%	95%	93%	95%	94%	95%	91%
	100%	52%	48%	29%	34%	37%	25%	27%	13%	34%	15%	27%	56%	83%	53%	46%	25%	26%	27%	20%
Hispanic	4	3	1	3	1		3			1			4	4		4		3		1
	1%	1%	0%	1%	0%		2%			0%			1%	1%		1%		2%		1%
	100%	75%	25%	75%	25%		75%			25%			100%	100%		100%		75%		25%
Other	6	2	4	1	4	1		2	3	1	1	3	2	5	3	3	1	1	2	2
	1%	1%	1%	1%	2%	0%		1%	3%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
	100%	37%	63%	18%	68%	14%		37%	49%	14%	18%	47%	36%	82%	52%	48%	21%	16%	31%	32%



Q36. DataTrust Modeled Race

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total Matched	714	254	393	407	249	147	185	262	206	494	109	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	55%	57%	35%	21%	26%	37%	29%	69%	15%	8%
Black	33	8	23	18	9	5	7	11	11	20	4	3
	5%	3%	6%	5%	4%	3%	4%	4%	5%	4%	4%	5%
	100%	23%	69%	56%	28%	14%	22%	34%	34%	59%	13%	9%
Asian	3	3		3			3		3			1
	0%	1%		1%			1%		1%			2%
	100%	100%		100%			100%		100%			51%
White	667	243	361	377	237	143	172	246	187	470	100	49
	93%	95%	92%	93%	95%	97%	93%	94%	91%	95%	92%	90%
	100%	36%	54%	56%	36%	21%	26%	37%	28%	70%	15%	7%
Hispanic	4		4	3	1		1	2	3	1	3	
	1%		1%	1%	0%		1%	1%	2%	0%	3%	
	100%		100%	75%	25%		29%	46%	75%	25%	75%	
Other	6	1	5	5	1		1	3	2	4	1	1
	1%	1%	1%	1%	0%		1%	1%	1%	1%	1%	2%
	100%	21%	79%	84%	16%		18%	47%	34%	66%	16%	18%

Q36. DataTrust Modeled Race

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total Matched	714	557	157	320	463	238	215	429	69	644	498	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	45%	65%	33%	30%	60%	10%	90%	70%	68%	71%	48%	20%
Black	33	28	6	17	26	7	14	17	3	30	20	25	24	18	8
	5%	5%	4%	5%	6%	3%	6%	4%	4%	5%	4%	5%	5%	5%	5%
	100%	83%	17%	52%	77%	23%	41%	50%	9%	91%	59%	76%	71%	53%	24%
Asian	3	3		1	1	1	1	1		3	1	1	3	1	
	0%	0%		0%	0%	1%	1%	0%		0%	0%	0%	1%	0%	
	100%	100%		49%	49%	51%	49%	51%		100%	51%	49%	100%	49%	
White	667	520	147	297	428	226	199	402	66	601	468	452	475	319	133
	93%	93%	94%	93%	92%	95%	92%	94%	96%	93%	94%	93%	94%	93%	92%
	100%	78%	22%	44%	64%	34%	30%	60%	10%	90%	70%	68%	71%	48%	20%
Hispanic	4	2	2	1	3	1		4		4	4	1	2		1
	1%	0%	1%	0%	1%	0%		1%		1%	1%	0%	0%		1%
	100%	54%	46%	29%	75%	25%		100%		100%	100%	25%	46%		25%
Other	6	4	2	3	5	1	2	5		6	5	6	4	4	3
	1%	1%	1%	1%	1%	0%	1%	1%		1%	1%	1%	1%	1%	2%
	100%	66%	34%	49%	82%	18%	27%	73%		100%	73%	100%	61%	61%	39%

Q36. DataTrust Modeled Race

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total Matched	714	186	190	115	21	178	239	55	132	37	230	69	141	220	225	137	114	69	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	26%	27%	16%	3%	25%	33%	8%	18%	5%	32%	10%	20%	31%	31%	19%	16%	10%	7%
Black	33	11	9	5	1	6	13	2	6	1	10	1	6	9	7	4	2	2	1
	5%	6%	4%	5%	5%	3%	5%	4%	5%	3%	4%	2%	4%	4%	3%	3%	2%	4%	3%
	100%	34%	26%	16%	3%	17%	38%	7%	19%	3%	29%	4%	19%	27%	20%	12%	7%	7%	4%
Asian	3		1	1					3				1		1				
	0%		1%	1%					2%				1%		1%				
	100%		51%	49%					100%				51%		49%				
White	667	174	178	105	19	169	222	53	121	35	217	63	131	207	213	131	109	64	44
	93%	93%	94%	91%	90%	95%	93%	96%	92%	94%	95%	93%	93%	94%	95%	96%	96%	94%	93%
	100%	26%	27%	16%	3%	25%	33%	8%	18%	5%	33%	10%	20%	31%	32%	20%	16%	10%	7%
Hispanic	4		2	2			2		2			2	2	2	3	2	2	2	2
	1%		1%	2%			1%		1%			3%	2%	1%	1%	1%	2%	3%	4%
	100%		54%	46%			54%		46%			54%	54%	46%	71%	46%	46%	46%	46%
Other	6	1		1	1	3	2			1	3	1		2	1		1		
	1%	1%		1%	6%	2%	1%			3%	1%	2%		1%	0%		1%		
	100%	16%		21%	18%	45%	37%			18%	45%	21%		30%	16%		16%		

Q36. DataTrust Modeled Race

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total Matched	714	324	67	401	166	440	205	62	399	205	360	141	153	58	160	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	45%	9%	56%	23%	62%	29%	9%	56%	29%	50%	20%	21%	8%	22%	15%
Black	33	18	1	17	6	24	8	3	24	8	15	11	7	2	6	6
	5%	5%	2%	4%	3%	5%	4%	4%	6%	4%	4%	8%	5%	3%	4%	5%
	100%	53%	3%	51%	17%	73%	24%	8%	73%	25%	45%	34%	22%	5%	19%	17%
Asian	3		1	1	1	1	1		1	1	1		1		1	
	0%		2%	0%	1%	0%	1%		0%	1%	0%		1%		1%	
	100%		49%	51%	49%	49%	49%		49%	49%	49%		51%		49%	
White	667	299	64	377	156	406	192	60	365	191	335	128	144	56	146	103
	93%	92%	95%	94%	94%	92%	93%	96%	91%	93%	93%	91%	94%	97%	91%	94%
	100%	45%	10%	56%	23%	61%	29%	9%	55%	29%	50%	19%	22%	8%	22%	15%
Hispanic	4	3	1	2	2	4	3		4	3	4				4	
	1%	1%	2%	1%	1%	1%	1%		1%	1%	1%				3%	
	100%	75%	25%	54%	46%	100%	71%		100%	71%	100%				100%	
Other	6	4		4	2	4	1		4	1	4	2	1		2	1
	1%	1%		1%	1%	1%	1%		1%	1%	1%	1%	1%		1%	1%
	100%	69%		55%	27%	70%	21%		70%	21%	69%	30%	18%		34%	18%

Q36. DataTrust Modeled Race

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total Matched	714	162	95	71	54	214	151	65	158	125	65	150
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	23%	13%	10%	8%	30%	21%	9%	22%	17%	9%	21%
Black	33	9	8	2		10	8	6	4	5	6	4
	5%	6%	8%	3%		5%	5%	9%	3%	4%	10%	2%
	100%	29%	23%	7%		30%	24%	18%	12%	16%	19%	11%
Asian	3							1	1			
	0%							2%	1%			
	100%							51%	49%			
White	667	152	86	67	52	198	143	56	153	117	57	141
	93%	94%	91%	95%	96%	93%	95%	85%	97%	94%	89%	94%
	100%	23%	13%	10%	8%	30%	21%	8%	23%	18%	9%	21%
Hispanic	4				2	2		1		1		2
	1%				4%	1%		2%		1%		1%
	100%				46%	46%		29%		25%		46%
Other	6	1	1	1		4		1		1	1	3
	1%	1%	1%	2%		2%		2%		1%	2%	2%
	100%	14%	18%	21%		64%		18%		18%	16%	49%

Q37. DataTrust Modeled Education

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total Matched	714	372	342	207	244	262	179	193	101	241	103	193	401	595	369	333	178	185	191	148
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	29%	34%	37%	25%	27%	14%	34%	14%	27%	56%	83%	52%	47%	25%	26%	27%	21%
Non-College	331	180	151	129	95	108	105	75	54	98	49	90	183	273	221	107	109	68	112	39
	46%	48%	44%	62%	39%	41%	59%	39%	53%	40%	48%	47%	46%	46%	60%	32%	61%	37%	59%	26%
	100%	54%	46%	39%	29%	33%	32%	23%	16%	29%	15%	27%	55%	82%	67%	32%	33%	21%	34%	12%
College	317	159	158	62	131	124	60	99	39	119	47	89	176	265	112	201	54	102	58	99
	44%	43%	46%	30%	54%	47%	34%	51%	39%	49%	46%	46%	44%	45%	30%	60%	30%	55%	30%	67%
	100%	50%	50%	20%	41%	39%	19%	31%	12%	37%	15%	28%	56%	84%	35%	63%	17%	32%	18%	31%
Unknown	65	33	32	17	18	30	13	19	8	25	6	14	42	56	36	25	15	15	21	10
	9%	9%	9%	8%	7%	11%	7%	10%	8%	10%	6%	7%	10%	9%	10%	8%	8%	8%	11%	7%
	100%	50%	50%	26%	28%	46%	21%	29%	12%	38%	9%	22%	64%	86%	55%	39%	23%	23%	32%	16%

Q37. DataTrust Modeled Education

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total Matched	714	254	393	407	249	147	185	262	206	494	109	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	55%	57%	35%	21%	26%	37%	29%	69%	15%	8%
Non-College	331	106	190	202	109	82	86	114	105	219	60	29
	46%	42%	48%	50%	44%	56%	47%	43%	51%	44%	56%	53%
	100%	32%	57%	61%	33%	25%	26%	34%	32%	66%	18%	9%
College	317	128	165	167	123	46	78	133	87	225	41	22
	44%	50%	42%	41%	49%	31%	42%	51%	42%	46%	37%	40%
	100%	40%	52%	53%	39%	14%	25%	42%	27%	71%	13%	7%
Unknown	65	20	37	37	17	19	21	15	15	50	7	4
	9%	8%	10%	9%	7%	13%	11%	6%	7%	10%	7%	7%
	100%	31%	58%	58%	26%	29%	32%	23%	23%	77%	12%	6%

Q37. DataTrust Modeled Education

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total Matched	714	557	157	320	463	238	215	429	69	644	498	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	45%	65%	33%	30%	60%	10%	90%	70%	68%	71%	48%	20%
Non-College	331	260	71	151	213	113	86	211	34	297	245	220	218	135	85
	46%	47%	45%	47%	46%	48%	40%	49%	49%	46%	49%	45%	43%	40%	59%
	100%	79%	21%	46%	64%	34%	26%	64%	10%	90%	74%	66%	66%	41%	26%
College	317	242	75	137	202	110	108	178	31	286	209	222	241	176	46
	44%	43%	48%	43%	44%	46%	50%	41%	45%	44%	42%	46%	47%	52%	32%
	100%	76%	24%	43%	64%	35%	34%	56%	10%	90%	66%	70%	76%	56%	14%
Unknown	65	54	11	31	48	15	21	40	4	61	44	44	48	30	13
	9%	10%	7%	10%	10%	6%	10%	9%	5%	10%	9%	9%	10%	9%	9%
	100%	84%	16%	48%	74%	23%	33%	62%	5%	95%	67%	68%	74%	47%	21%



Q37. DataTrust Modeled Education

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total Matched	714	186	190	115	21	178	239	55	132	37	230	69	141	220	225	137	114	69	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	331	89	82	48	11	91	117	22	62	17	104	35	63	107	104	65	58	29	21
Non-College	46%	48%	43%	42%	53%	51%	49%	40%	47%	45%	45%	51%	45%	49%	47%	48%	51%	42%	45%
	100%	27%	25%	14%	3%	27%	35%	7%	19%	5%	31%	11%	19%	32%	32%	20%	17%	9%	6%
	317	86	84	55	8	76	110	28	54	18	101	31	59	102	98	59	49	34	21
College	44%	46%	44%	48%	40%	43%	46%	50%	41%	48%	44%	45%	42%	46%	44%	43%	43%	49%	45%
	100%	27%	26%	17%	3%	24%	35%	9%	17%	6%	32%	10%	19%	32%	31%	19%	15%	11%	7%
	65	11	25	12	1	11	12	6	16	2	25	3	19	11	22	12	8	6	5
Unknown	9%	6%	13%	10%	6%	6%	5%	10%	12%	7%	11%	4%	14%	5%	10%	9%	7%	9%	10%
	100%	17%	38%	18%	2%	17%	18%	9%	24%	4%	38%	4%	29%	17%	34%	19%	12%	10%	7%

Q37. DataTrust Modeled Education

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total Matched	714	324	67	401	166	440	205	62	399	205	360	141	153	58	160	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	45%	9%	56%	23%	62%	29%	9%	56%	29%	50%	20%	21%	8%	22%	15%
Non-College	331	146	24	177	68	198	92	38	173	98	154	51	72	22	77	55
	46%	45%	36%	44%	41%	45%	45%	61%	43%	48%	43%	37%	47%	37%	48%	51%
	100%	44%	7%	54%	21%	60%	28%	11%	52%	30%	46%	16%	22%	7%	23%	17%
College	317	155	34	185	87	203	95	23	187	91	177	79	64	29	69	45
	44%	48%	51%	46%	52%	46%	46%	38%	47%	44%	49%	56%	42%	50%	43%	41%
	100%	49%	11%	58%	27%	64%	30%	7%	59%	29%	56%	25%	20%	9%	22%	14%
Unknown	65	22	8	39	12	40	19	1	39	17	29	11	17	7	14	9
	9%	7%	12%	10%	7%	9%	9%	1%	10%	8%	8%	7%	11%	12%	9%	8%
	100%	34%	13%	60%	18%	61%	29%	1%	60%	26%	45%	16%	26%	11%	21%	14%

Q37. DataTrust Modeled Education

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total Matched	714	162	95	71	54	214	151	65	158	125	65	150
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	23%	13%	10%	8%	30%	21%	9%	22%	17%	9%	21%
Non-College	331	85	42	27	24	87	65	39	75	66	23	64
	46%	52%	44%	39%	44%	40%	43%	60%	47%	53%	35%	43%
	100%	26%	13%	8%	7%	26%	20%	12%	22%	20%	7%	19%
College	317	62	46	36	25	116	66	22	64	49	37	79
	44%	38%	48%	50%	47%	54%	44%	34%	40%	40%	58%	52%
	100%	19%	14%	11%	8%	37%	21%	7%	20%	16%	12%	25%
Unknown	65	15	7	8	5	12	20	4	20	9	4	8
	9%	10%	7%	11%	9%	6%	13%	6%	13%	7%	7%	5%
	100%	24%	11%	12%	7%	18%	31%	6%	31%	14%	7%	12%

Q38. NRCC Modeled Education

Population Column % Row %	Sex		Age			Men		Women		Self-Ideology				Education		Men		Women		
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total Matched	714	372	342	207	244	262	179	193	101	241	103	193	401	595	369	333	178	185	191	148
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	29%	34%	37%	25%	27%	14%	34%	14%	27%	56%	83%	52%	47%	25%	26%	27%	21%
Non-College	471	227	244	100	147	223	82	145	49	194	66	115	274	389	283	180	132	90	151	90
	66%	61%	71%	48%	60%	85%	46%	75%	49%	81%	64%	60%	68%	66%	77%	54%	74%	49%	79%	61%
	100%	48%	52%	21%	31%	47%	17%	31%	10%	41%	14%	24%	58%	83%	60%	38%	28%	19%	32%	19%
College	243	144	98	107	96	39	96	48	52	47	37	78	127	205	86	153	46	95	40	58
	34%	39%	29%	52%	40%	15%	54%	25%	51%	19%	36%	40%	32%	34%	23%	46%	26%	51%	21%	39%
	100%	59%	41%	44%	40%	16%	40%	20%	21%	19%	15%	32%	52%	85%	36%	63%	19%	39%	17%	24%
Unknown																				

Q38. NRCC Modeled Education

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total Matched	714	254	393	407	249	147	185	262	206	494	109	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	55%	57%	35%	21%	26%	37%	29%	69%	15%	8%
Non-College	471	160	265	286	142	125	127	130	106	358	45	27
	66%	63%	68%	70%	57%	85%	69%	50%	51%	72%	41%	50%
	100%	34%	56%	61%	30%	27%	27%	28%	22%	76%	10%	6%
College	243	95	127	120	107	22	57	132	100	136	64	27
	34%	37%	32%	30%	43%	15%	31%	50%	49%	28%	59%	50%
	100%	39%	52%	49%	44%	9%	24%	54%	41%	56%	26%	11%
Unknown												

Q38. NRCC Modeled Education

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total Matched	714	557	157	320	463	238	215	429	69	644	498	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	471	370	101	222	319	145	161	266	45	426	311	331	342	237	94
Non-College	66%	66%	64%	69%	69%	61%	75%	62%	65%	66%	62%	68%	67%	69%	65%
	100%	79%	21%	47%	68%	31%	34%	56%	10%	90%	66%	70%	73%	50%	20%
	243	187	56	98	144	92	55	163	24	218	188	155	165	105	50
College	34%	34%	36%	31%	31%	39%	25%	38%	35%	34%	38%	32%	33%	31%	35%
	100%	77%	23%	40%	59%	38%	23%	67%	10%	90%	77%	64%	68%	43%	21%
Unknown															

Q38. NRCC Modeled Education

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total Matched	714	186	190	115	21	178	239	55	132	37	230	69	141	220	225	137	114	69	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	26%	27%	16%	3%	25%	33%	8%	18%	5%	32%	10%	20%	31%	31%	19%	16%	10%	7%
Non-College	471	123	126	76	11	119	151	41	88	25	154	40	90	143	151	83	73	36	24
	66%	66%	66%	66%	54%	67%	63%	74%	67%	68%	67%	59%	64%	65%	67%	61%	64%	52%	51%
	100%	26%	27%	16%	2%	25%	32%	9%	19%	5%	33%	9%	19%	30%	32%	18%	15%	8%	5%
College	243	63	64	39	10	59	88	15	44	12	76	28	51	77	74	54	41	33	23
	34%	34%	34%	34%	46%	33%	37%	26%	33%	32%	33%	41%	36%	35%	33%	39%	36%	48%	49%
	100%	26%	26%	16%	4%	24%	36%	6%	18%	5%	31%	12%	21%	32%	30%	22%	17%	14%	10%
Unknown																			

Q38. NRCC Modeled Education

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total Matched	714	324	67	401	166	440	205	62	399	205	360	141	153	58	160	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	45%	9%	56%	23%	62%	29%	9%	56%	29%	50%	20%	21%	8%	22%	15%
Non-College	471	201	52	259	116	282	137	34	262	134	235	93	121	39	84	68
	66%	62%	78%	65%	70%	64%	67%	55%	66%	65%	65%	66%	79%	68%	52%	63%
	100%	43%	11%	55%	25%	60%	29%	7%	56%	28%	50%	20%	26%	8%	18%	15%
College	243	123	15	142	50	157	69	28	137	72	125	48	32	19	76	41
	34%	38%	22%	35%	30%	36%	33%	45%	34%	35%	35%	34%	21%	32%	48%	37%
Unknown	100%	51%	6%	58%	21%	65%	28%	11%	56%	30%	52%	20%	13%	8%	31%	17%



Q38. NRCC Modeled Education

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total Matched	714	162	95	71	54	214	151	65	158	125	65	150
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	23%	13%	10%	8%	30%	21%	9%	22%	17%	9%	21%
Non-College	471	122	52	46	32	126	85	41	124	95	26	100
	66%	75%	55%	65%	60%	59%	56%	63%	78%	76%	40%	67%
	100%	26%	11%	10%	7%	27%	18%	9%	26%	20%	6%	21%
College	243	40	42	25	21	88	67	24	34	30	39	50
	34%	25%	45%	35%	40%	41%	44%	37%	22%	24%	60%	33%
	100%	17%	17%	10%	9%	36%	27%	10%	14%	12%	16%	20%
Unknown												

Q39. 2018 Primary Election Vote History

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total Matched	714	372	342	207	244	262	179	193	101	241	103	193	401	595	369	333	178	185	191	148
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	29%	34%	37%	25%	27%	14%	34%	14%	27%	56%	83%	52%	47%	25%	26%	27%	21%
Voted	475	255	220	117	154	204	111	145	46	174	68	127	267	394	235	230	114	134	120	96
	67%	69%	64%	56%	63%	78%	62%	75%	46%	72%	66%	66%	66%	66%	64%	69%	64%	72%	63%	65%
	100%	54%	46%	25%	32%	43%	23%	30%	10%	37%	14%	27%	56%	83%	49%	48%	24%	28%	25%	20%
Did Not Vote	239	116	122	90	90	59	68	49	55	67	35	66	135	201	135	103	64	51	70	52
	33%	31%	36%	44%	37%	22%	38%	25%	54%	28%	34%	34%	34%	34%	36%	31%	36%	28%	37%	35%
	100%	49%	51%	38%	38%	25%	28%	20%	23%	28%	14%	28%	56%	84%	56%	43%	27%	21%	29%	22%

Q39. 2018 Primary Election Vote History

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total Matched	714	254	393	407	249	147	185	262	206	494	109	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	55%	57%	35%	21%	26%	37%	29%	69%	15%	8%
Voted	475	173	256	267	165	94	116	175	122	344	73	22
	67%	68%	65%	66%	66%	64%	63%	67%	59%	69%	67%	40%
	100%	37%	54%	56%	35%	20%	24%	37%	26%	72%	15%	5%
Did Not Vote	239	81	137	139	84	53	69	87	84	151	35	33
	33%	32%	35%	34%	34%	36%	37%	33%	41%	31%	33%	60%
	100%	34%	57%	58%	35%	22%	29%	36%	35%	63%	15%	14%

Q39. 2018 Primary Election Vote History

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total Matched	714	557	157	320	463	238	215	429	69	644	498	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	475	367	108	226	311	152	168	267	40	435	307	334	341	262	71
Voted	67%	66%	69%	71%	67%	64%	78%	62%	58%	67%	62%	69%	67%	77%	49%
	100%	77%	23%	48%	66%	32%	35%	56%	8%	92%	65%	70%	72%	55%	15%
	239	189	49	94	152	85	48	162	29	210	191	153	166	80	73
Did Not Vote	33%	34%	31%	29%	33%	36%	22%	38%	42%	33%	38%	31%	33%	23%	51%
	100%	79%	21%	39%	64%	36%	20%	68%	12%	88%	80%	64%	69%	34%	31%

Q39. 2018 Primary Election Vote History

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total Matched	714	186	190	115	21	178	239	55	132	37	230	69	141	220	225	137	114	69	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	26%	27%	16%	3%	25%	33%	8%	18%	5%	32%	10%	20%	31%	31%	19%	16%	10%	7%
Voted	475	126	130	76	12	114	154	42	90	23	147	42	93	155	170	96	88	53	37
	67%	67%	68%	66%	57%	64%	64%	75%	69%	62%	64%	62%	66%	70%	76%	70%	77%	78%	78%
	100%	26%	27%	16%	3%	24%	32%	9%	19%	5%	31%	9%	20%	33%	36%	20%	19%	11%	8%
Did Not Vote	239	61	60	39	9	64	85	14	41	14	82	26	49	65	55	41	26	15	11
	33%	33%	32%	34%	43%	36%	36%	25%	31%	38%	36%	38%	34%	30%	24%	30%	23%	22%	22%
	100%	26%	25%	16%	4%	27%	36%	6%	17%	6%	35%	11%	20%	27%	23%	17%	11%	6%	4%

Q39. 2018 Primary Election Vote History

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total Matched	714	324	67	401	166	440	205	62	399	205	360	141	153	58	160	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	45%	9%	56%	23%	62%	29%	9%	56%	29%	50%	20%	21%	8%	22%	15%
Voted	475	227	43	280	111	300	137	43	271	138	254	110	97	44	99	63
	67%	70%	64%	70%	67%	68%	67%	69%	68%	67%	70%	78%	63%	76%	62%	58%
	100%	48%	9%	59%	23%	63%	29%	9%	57%	29%	53%	23%	20%	9%	21%	13%
Did Not Vote	239	97	24	121	55	140	68	19	128	67	106	31	56	14	61	46
	33%	30%	36%	30%	33%	32%	33%	31%	32%	33%	30%	22%	37%	24%	38%	42%
	100%	41%	10%	51%	23%	59%	29%	8%	53%	28%	45%	13%	24%	6%	26%	19%

Q39. 2018 Primary Election Vote History

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total Matched	714	162	95	71	54	214	151	65	158	125	65	150
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	23%	13%	10%	8%	30%	21%	9%	22%	17%	9%	21%
Voted	475	114	63	42	38	146	110	46	95	77	48	98
	67%	70%	66%	59%	72%	68%	73%	71%	60%	62%	75%	65%
	100%	24%	13%	9%	8%	31%	23%	10%	20%	16%	10%	21%
Did Not Vote	239	48	32	29	15	68	41	19	64	47	16	52
	33%	30%	34%	41%	28%	32%	27%	29%	40%	38%	25%	35%
	100%	20%	13%	12%	6%	28%	17%	8%	27%	20%	7%	22%

Q40. 2020 Primary Election Vote History

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total Matched	714	372	342	207	244	262	179	193	101	241	103	193	401	595	369	333	178	185	191	148
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	29%	34%	37%	25%	27%	14%	34%	14%	27%	56%	83%	52%	47%	25%	26%	27%	21%
Voted	486	250	237	118	161	207	96	153	60	177	70	124	280	405	250	232	122	126	128	107
	68%	67%	69%	57%	66%	79%	54%	79%	59%	73%	69%	64%	70%	68%	68%	70%	68%	68%	67%	72%
	100%	51%	49%	24%	33%	43%	20%	32%	12%	36%	14%	26%	58%	83%	51%	48%	25%	26%	26%	22%
Did Not Vote	227	122	105	90	82	55	82	40	41	64	32	69	121	190	119	101	56	59	62	42
	32%	33%	31%	43%	34%	21%	46%	21%	41%	27%	31%	36%	30%	32%	32%	30%	32%	32%	33%	28%
	100%	54%	46%	40%	36%	24%	36%	17%	18%	28%	14%	30%	53%	84%	52%	44%	25%	26%	27%	18%



Q40. 2020 Primary Election Vote History

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total Matched	714	254	393	407	249	147	185	262	206	494	109	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	55%	57%	35%	21%	26%	37%	29%	69%	15%	8%
Voted	486	169	275	282	165	105	129	168	126	353	59	36
	68%	66%	70%	69%	66%	71%	70%	64%	61%	71%	54%	66%
	100%	35%	56%	58%	34%	22%	27%	35%	26%	73%	12%	7%
Did Not Vote	227	86	118	125	84	43	56	94	80	141	50	19
	32%	34%	30%	31%	34%	29%	30%	36%	39%	29%	46%	34%
	100%	38%	52%	55%	37%	19%	24%	41%	35%	62%	22%	8%

Q40. 2020 Primary Election Vote History

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total Matched	714	557	157	320	463	238	215	429	69	644	498	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	486	391	95	234	328	147	215	240	31	456	271	486	342	342	144
Voted	68%	70%	61%	73%	71%	62%	100%	56%	45%	71%	54%	100%	68%	100%	100%
	100%	80%	20%	48%	67%	30%	44%	49%	6%	94%	56%	100%	70%	70%	30%
	227	166	62	85	135	90		189	38	189	227		165		
Did Not Vote	32%	30%	39%	27%	29%	38%		44%	55%	29%	46%		32%		
	100%	73%	27%	38%	59%	40%		83%	17%	83%	100%		72%		

Q40. 2020 Primary Election Vote History

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total Matched	714	186	190	115	21	178	239	55	132	37	230	69	141	220	225	137	114	69	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	486	142	123	75	14	114	174	36	92	29	141	43	92	167	162	99	87	55	37
Voted	68%	76%	65%	65%	68%	64%	73%	66%	70%	77%	61%	63%	65%	76%	72%	73%	77%	79%	79%
	100%	29%	25%	15%	3%	23%	36%	7%	19%	6%	29%	9%	19%	34%	33%	20%	18%	11%	8%
	227	44	67	40	7	63	65	19	40	9	89	26	50	53	62	38	26	14	10
Did Not Vote	32%	24%	35%	35%	32%	36%	27%	34%	30%	23%	39%	37%	35%	24%	28%	27%	23%	21%	21%
	100%	19%	30%	18%	3%	28%	28%	8%	18%	4%	39%	11%	22%	23%	27%	17%	12%	6%	4%

Q40. 2020 Primary Election Vote History

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total Matched	714	324	67	401	166	440	205	62	399	205	360	141	153	58	160	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	45%	9%	56%	23%	62%	29%	9%	56%	29%	50%	20%	21%	8%	22%	15%
Voted	486	233	48	276	122	313	138	48	286	149	265	100	110	43	103	66
	68%	72%	71%	69%	73%	71%	67%	77%	72%	72%	74%	71%	72%	73%	64%	60%
	100%	48%	10%	57%	25%	64%	28%	10%	59%	31%	55%	21%	23%	9%	21%	14%
Did Not Vote	227	90	19	125	44	126	67	14	114	57	95	41	43	16	57	44
	32%	28%	29%	31%	27%	29%	33%	23%	28%	28%	26%	29%	28%	27%	36%	40%
	100%	40%	8%	55%	20%	56%	30%	6%	50%	25%	42%	18%	19%	7%	25%	19%

Q40. 2020 Primary Election Vote History

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total Matched	714	162	95	71	54	214	151	65	158	125	65	150
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	23%	13%	10%	8%	30%	21%	9%	22%	17%	9%	21%
Voted	486	115	60	45	36	145	102	43	115	81	52	94
	68%	71%	64%	63%	67%	68%	68%	66%	73%	65%	80%	62%
	100%	24%	12%	9%	7%	30%	21%	9%	24%	17%	11%	19%
Did Not Vote	227	47	34	26	18	69	49	23	43	43	13	56
	32%	29%	36%	37%	33%	32%	32%	34%	27%	35%	20%	38%
	100%	21%	15%	11%	8%	30%	22%	10%	19%	19%	6%	25%

Q41. 2022 Primary Election Vote History

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total Matched	714	372	342	207	244	262	179	193	101	241	103	193	401	595	369	333	178	185	191	148
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	29%	34%	37%	25%	27%	14%	34%	14%	27%	56%	83%	52%	47%	25%	26%	27%	21%
Voted	507	256	251	119	176	212	103	154	62	189	66	129	300	429	240	259	108	143	132	117
	71%	69%	73%	57%	72%	81%	58%	80%	61%	78%	64%	67%	75%	72%	65%	78%	60%	77%	69%	79%
	100%	51%	49%	23%	35%	42%	20%	30%	12%	37%	13%	25%	59%	85%	47%	51%	21%	28%	26%	23%
Did Not Vote	207	115	91	89	68	50	76	40	39	52	37	64	102	166	130	73	71	42	59	31
	29%	31%	27%	43%	28%	19%	42%	20%	39%	22%	36%	33%	25%	28%	35%	22%	40%	23%	31%	21%
	100%	56%	44%	43%	33%	24%	37%	19%	19%	25%	18%	31%	49%	80%	63%	35%	34%	20%	29%	15%

Q41. 2022 Primary Election Vote History

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total Matched	714	254	393	407	249	147	185	262	206	494	109	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	55%	57%	35%	21%	26%	37%	29%	69%	15%	8%
Voted	507	177	282	298	166	104	134	186	120	379	58	37
	71%	70%	72%	73%	67%	71%	72%	71%	58%	77%	53%	66%
	100%	35%	56%	59%	33%	21%	26%	37%	24%	75%	11%	7%
Did Not Vote	207	77	111	109	83	43	51	76	86	116	51	18
	29%	30%	28%	27%	33%	29%	28%	29%	42%	23%	47%	34%
	100%	37%	53%	53%	40%	21%	25%	37%	42%	56%	25%	9%

Q41. 2022 Primary Election Vote History

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total Matched	714	557	157	320	463	238	215	429	69	644	498	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	507	404	102	247	352	147	215	266	26	481	291	342	507	342	
Voted	71%	73%	65%	77%	76%	62%	100%	62%	37%	75%	58%	70%	100%	100%	
	100%	80%	20%	49%	69%	29%	42%	52%	5%	95%	58%	68%	100%	68%	
	207	152	55	72	112	91		163	43	163	207	144			144
Did Not Vote	29%	27%	35%	23%	24%	38%		38%	63%	25%	42%	30%			100%
	100%	74%	26%	35%	54%	44%		79%	21%	79%	100%	70%			70%



Q41. 2022 Primary Election Vote History

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total Matched	714	186	190	115	21	178	239	55	132	37	230	69	141	220	225	137	114	69	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	26%	27%	16%	3%	25%	33%	8%	18%	5%	32%	10%	20%	31%	31%	19%	16%	10%	7%
Voted	507	136	132	92	15	117	170	43	106	25	151	47	94	167	172	111	90	57	39
	71%	73%	70%	80%	72%	66%	71%	77%	80%	66%	66%	68%	66%	76%	77%	81%	79%	83%	82%
	100%	27%	26%	18%	3%	23%	34%	8%	21%	5%	30%	9%	18%	33%	34%	22%	18%	11%	8%
Did Not Vote	207	50	58	23	6	61	69	12	26	13	79	22	48	53	52	26	24	12	9
	29%	27%	30%	20%	28%	34%	29%	23%	20%	34%	34%	32%	34%	24%	23%	19%	21%	17%	18%
	100%	24%	28%	11%	3%	30%	33%	6%	13%	6%	38%	11%	23%	26%	25%	13%	11%	6%	4%

Q41. 2022 Primary Election Vote History

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total Matched	714	324	67	401	166	440	205	62	399	205	360	141	153	58	160	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	45%	9%	56%	23%	62%	29%	9%	56%	29%	50%	20%	21%	8%	22%	15%
Voted	507	246	53	298	123	323	164	48	296	169	283	102	119	44	106	66
	71%	76%	79%	74%	74%	74%	80%	77%	74%	82%	79%	73%	77%	76%	66%	61%
	100%	49%	11%	59%	24%	64%	32%	10%	58%	33%	56%	20%	23%	9%	21%	13%
Did Not Vote	207	78	14	102	43	116	41	14	103	36	77	38	35	14	54	43
	29%	24%	21%	26%	26%	26%	20%	23%	26%	18%	21%	27%	23%	24%	34%	39%
	100%	38%	7%	50%	21%	56%	20%	7%	50%	18%	37%	19%	17%	7%	26%	21%

Q41. 2022 Primary Election Vote History

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total Matched	714	162	95	71	54	214	151	65	158	125	65	150
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	23%	13%	10%	8%	30%	21%	9%	22%	17%	9%	21%
Voted	507	118	71	52	38	155	113	44	112	83	50	105
	71%	73%	75%	74%	71%	72%	75%	67%	71%	67%	78%	70%
	100%	23%	14%	10%	8%	31%	22%	9%	22%	16%	10%	21%
Did Not Vote	207	44	24	19	16	59	38	22	46	41	14	45
	29%	27%	25%	26%	29%	28%	25%	33%	29%	33%	22%	30%
	100%	21%	11%	9%	8%	29%	18%	11%	22%	20%	7%	22%

Q42. Sample Type

Population Column % Row %	Sex			Age			Men		Women			Self-Ideology				Education		Men		Women	
	Total	Wom-en		18-49	50-64	65+	18-54	55+	18-54	55+		Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
		Men																			
Total	800	418	382	215	280	305	187	231	112	270		118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%		15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
Cell	279	151	129	139	109	32	107	44	71	58		58	74	144	218	140	138	70	79	70	59
	35%	36%	34%	65%	39%	10%	57%	19%	64%	21%		49%	34%	32%	33%	34%	36%	35%	37%	34%	35%
	100%	54%	46%	50%	39%	11%	38%	16%	26%	21%		21%	27%	51%	78%	50%	49%	25%	28%	25%	21%
Landline	239	101	138	12	51	176	9	93	15	122		37	59	136	195	140	97	54	45	86	52
	30%	24%	36%	5%	18%	58%	5%	40%	13%	45%		32%	27%	30%	29%	34%	25%	27%	21%	41%	30%
	100%	42%	58%	5%	21%	74%	4%	39%	6%	51%		16%	25%	57%	81%	59%	40%	23%	19%	36%	22%
SMS	282	166	116	64	120	97	71	95	25	90		23	83	167	250	127	147	73	87	53	60
	35%	40%	30%	30%	43%	32%	38%	41%	23%	33%		19%	38%	37%	38%	31%	39%	37%	41%	25%	35%
	100%	59%	41%	23%	43%	34%	25%	34%	9%	32%		8%	29%	59%	89%	45%	52%	26%	31%	19%	21%

Q42. Sample Type

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
Cell	279	108	135	161	107	45	84	121	120	156	62	40
	35%	37%	31%	36%	37%	27%	39%	41%	54%	28%	53%	67%
	100%	38%	48%	58%	38%	16%	30%	43%	43%	56%	22%	14%
Landline	239	88	131	144	76	76	63	46	24	214	6	7
	30%	30%	30%	32%	26%	46%	29%	16%	11%	38%	5%	11%
	100%	37%	55%	60%	32%	32%	26%	19%	10%	90%	2%	3%
SMS	282	95	169	144	105	44	68	126	79	193	48	13
	35%	33%	39%	32%	36%	27%	32%	43%	35%	34%	42%	21%
	100%	34%	60%	51%	37%	15%	24%	45%	28%	69%	17%	5%

Q42. Sample Type

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
Cell	279	213	66	111	164	114	67	173	39	241	212	156	155	95	62
	35%	34%	38%	32%	32%	42%	26%	38%	47%	34%	39%	32%	31%	28%	43%
	100%	76%	24%	40%	59%	41%	24%	62%	14%	86%	76%	62%	62%	38%	25%
Landline	239	191	48	111	155	81	108	113	19	220	131	146	144	117	29
	30%	31%	27%	32%	30%	30%	41%	25%	23%	31%	24%	30%	28%	34%	20%
	100%	80%	20%	46%	65%	34%	45%	47%	8%	92%	55%	81%	79%	65%	16%
SMS	282	221	61	129	194	79	85	172	25	257	197	184	208	130	54
	35%	35%	35%	37%	38%	29%	33%	38%	30%	36%	36%	38%	41%	38%	37%
	100%	78%	22%	46%	69%	28%	30%	61%	9%	91%	70%	65%	74%	46%	19%

Q42. Sample Type

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
Cell	279	78	71	39	10	77	98	22	49	14	92	28	54	90	80	45	42	21	13
	35%	36%	33%	31%	35%	40%	36%	34%	34%	31%	36%	37%	34%	34%	32%	29%	31%	25%	23%
	100%	28%	25%	14%	3%	28%	35%	8%	18%	5%	33%	10%	19%	32%	29%	16%	15%	7%	5%
Landline	239	70	74	29	9	54	77	29	34	21	77	17	50	83	86	34	40	21	16
	30%	32%	35%	23%	31%	28%	29%	44%	23%	47%	30%	23%	32%	32%	34%	22%	30%	25%	27%
	100%	29%	31%	12%	4%	23%	32%	12%	14%	9%	32%	7%	21%	35%	36%	14%	17%	9%	7%
SMS	282	68	67	59	9	63	94	14	64	10	85	30	53	88	88	74	52	40	28
	35%	31%	32%	47%	34%	33%	35%	22%	44%	22%	33%	40%	34%	34%	35%	48%	39%	49%	50%
	100%	24%	24%	21%	3%	23%	33%	5%	23%	4%	30%	11%	19%	31%	31%	26%	18%	14%	10%

Q42. Sample Type

Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
Cell	279	124	19	142	68	155	63	29	135	61	126	28	49	25	74	72
	35%	33%	25%	31%	38%	32%	28%	41%	30%	27%	31%	17%	28%	37%	44%	60%
	100%	44%	7%	51%	24%	55%	23%	11%	48%	22%	45%	10%	18%	9%	26%	26%
Landline	239	117	23	155	53	125	56	15	118	56	134	77	76	24	23	12
	30%	32%	30%	34%	30%	25%	24%	21%	26%	25%	33%	47%	43%	35%	14%	10%
	100%	49%	10%	65%	22%	52%	23%	6%	49%	23%	56%	32%	32%	10%	10%	5%
SMS	282	128	35	163	58	212	109	27	195	111	149	60	50	18	72	36
	35%	35%	46%	35%	32%	43%	48%	38%	44%	49%	37%	37%	29%	28%	43%	30%
	100%	45%	12%	58%	20%	75%	39%	10%	69%	39%	53%	21%	18%	7%	26%	13%



Q42. Sample Type

Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
Cell	279	52	45	23	23	80	47	31	65	57	14	66
	35%	27%	42%	31%	40%	33%	28%	41%	37%	40%	17%	41%
	100%	19%	16%	8%	8%	28%	17%	11%	23%	20%	5%	24%
Landline	239	82	37	13	10	76	35	22	47	59	42	34
	30%	43%	34%	17%	17%	31%	21%	30%	27%	42%	51%	21%
	100%	34%	15%	6%	4%	32%	15%	9%	20%	25%	17%	14%
SMS	282	56	25	39	25	88	84	22	62	26	26	62
	35%	30%	24%	52%	43%	36%	51%	29%	35%	18%	32%	38%
	100%	20%	9%	14%	9%	31%	30%	8%	22%	9%	9%	22%

Q43. Interview Date

Population Column % Row %	Sex			Age			Men		Women		Self-Ideology				Education		Men		Women	
	Total	Men	Wom- en	18-49	50-64	65+	18-54	55+	18-54	55+	Lib./ Mod.	Swt. Con.	Very Con.	Total Con.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.	Non- Coll.	Coll. Grad.
Total	800	418	382	215	280	305	187	231	112	270	118	216	447	663	406	382	197	211	209	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	52%	48%	27%	35%	38%	23%	29%	14%	34%	15%	27%	56%	83%	51%	48%	25%	26%	26%	21%
6/2/2024	372	205	167	111	116	145	99	106	48	120	52	96	214	310	187	180	94	107	93	73
	47%	49%	44%	52%	41%	48%	53%	46%	43%	44%	44%	44%	48%	47%	46%	47%	48%	51%	45%	43%
	100%	55%	45%	30%	31%	39%	26%	29%	13%	32%	14%	26%	57%	83%	50%	48%	25%	29%	25%	20%
6/3/2024	270	153	116	77	98	95	69	84	38	78	41	70	154	224	133	130	78	71	55	60
	34%	37%	30%	36%	35%	31%	37%	37%	34%	29%	35%	32%	34%	34%	33%	34%	40%	33%	26%	35%
	100%	57%	43%	28%	36%	35%	26%	31%	14%	29%	15%	26%	57%	83%	49%	48%	29%	26%	21%	22%
6/4/2024	158	59	98	27	66	64	19	40	26	73	25	50	79	129	86	71	25	34	61	37
	20%	14%	26%	13%	24%	21%	10%	17%	23%	27%	21%	23%	18%	20%	21%	19%	13%	16%	29%	22%
	100%	38%	62%	17%	42%	41%	12%	25%	16%	46%	16%	32%	50%	82%	54%	45%	16%	21%	38%	24%

Q43. Interview Date

Population Column % Row %	Type of GOP			Evangelical		Household Income			Children at Home		Parents	
	Total	Trad. GOP	Trump Mvmt.	Yes	No	<50K	50-100K	>100K	Yes	No	Fathers	Mothers
Total	800	290	436	449	288	164	215	293	223	563	115	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	36%	54%	56%	36%	20%	27%	37%	28%	70%	14%	7%
6/2/2024	372	127	212	208	136	82	97	135	108	257	63	23
	47%	44%	49%	46%	47%	50%	45%	46%	48%	46%	54%	39%
	100%	34%	57%	56%	36%	22%	26%	36%	29%	69%	17%	6%
6/3/2024	270	100	145	143	102	48	72	105	76	190	43	20
	34%	35%	33%	32%	35%	29%	34%	36%	34%	34%	37%	34%
	100%	37%	54%	53%	38%	18%	27%	39%	28%	71%	16%	8%
6/4/2024	158	63	78	97	50	34	45	53	39	116	10	16
	20%	22%	18%	22%	18%	21%	21%	18%	17%	21%	9%	27%
	100%	40%	49%	62%	32%	22%	29%	34%	24%	74%	7%	10%

Q43. Interview Date

Population Column % Row %	Vote Certainty			Enthusiasm in Election			Vote Propensity					Vote History			
	Total	Def. GOP	Prob. GOP	10 Enth.	8-10 Enth.	1-7 Enth.	High	Medium	Low	High + Med.	Med. + Low	2020	2022	20 and 22	20 not 22
Total	800	625	175	351	513	274	260	458	82	718	540	486	507	342	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	78%	22%	44%	64%	34%	32%	57%	10%	90%	68%	68%	71%	48%	20%
6/2/2024	372	293	79	170	240	122	124	214	34	338	248	226	240	157	69
	47%	47%	45%	49%	47%	45%	48%	47%	42%	47%	46%	46%	47%	46%	48%
	100%	79%	21%	46%	65%	33%	33%	57%	9%	91%	67%	68%	72%	47%	21%
6/3/2024	270	210	60	109	172	95	79	162	29	241	191	169	168	117	52
	34%	34%	34%	31%	34%	35%	30%	35%	35%	34%	35%	35%	33%	34%	36%
	100%	78%	22%	40%	64%	35%	29%	60%	11%	89%	71%	67%	67%	46%	21%
6/4/2024	158	122	36	72	101	56	56	82	19	139	101	92	98	68	23
	20%	19%	21%	21%	20%	21%	22%	18%	23%	19%	19%	19%	19%	20%	16%
	100%	77%	23%	46%	64%	36%	36%	52%	12%	88%	64%	72%	77%	53%	18%

Q43. Interview Date

Population Column % Row %	Initial Gubernatorial Ballot						Informed Gubernatorial Ballot					Switch Voters		Seen, Read, or Heard					
	Total	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	Kehoe	Ashcr- oft	Eigel	Other	Don't Know	To Kehoe	From Ash.	Kehoe	Ashcr- oft	Eigel	Keh./ Ash.	Keh./ Eig.	All 3
Total	800	216	212	127	28	194	269	64	147	45	253	76	157	261	254	152	133	82	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	27%	27%	16%	3%	24%	34%	8%	18%	6%	32%	9%	20%	33%	32%	19%	17%	10%	7%
6/2/2024	372	105	103	53	16	82	116	26	66	21	131	23	81	114	120	76	65	42	32
	47%	49%	48%	41%	58%	42%	43%	41%	45%	45%	52%	31%	52%	44%	47%	50%	49%	52%	57%
	100%	28%	28%	14%	4%	22%	31%	7%	18%	6%	35%	6%	22%	31%	32%	20%	17%	11%	9%
6/3/2024	270	68	72	48	3	69	97	22	53	6	82	33	52	95	77	50	45	26	17
	34%	32%	34%	38%	11%	35%	36%	34%	36%	14%	32%	43%	33%	36%	30%	33%	33%	32%	29%
	100%	25%	27%	18%	1%	26%	36%	8%	20%	2%	30%	12%	19%	35%	29%	19%	17%	10%	6%
6/4/2024	158	42	37	26	8	44	56	16	27	18	40	20	23	52	56	26	24	13	8
	20%	19%	18%	21%	30%	22%	21%	25%	19%	40%	16%	26%	15%	20%	22%	17%	18%	16%	14%
	100%	27%	24%	17%	5%	28%	36%	10%	17%	12%	25%	12%	15%	33%	36%	17%	15%	8%	5%

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Population Column % Row %	Kehoe Name ID			Ashcroft Name ID		Eigel Name ID			Name ID Combos			Live TV Service				
	Total	Favor- able	Unfav- or.	Favor- able	Unfav- or.	Aware	Favor- able	Unfav- or.	Aware All 3	Opin. All 3	Opin. K /A	Cable	Satel- lite	Ante- nna	Stream.	No Live
Total	800	369	76	460	178	491	228	71	448	228	409	165	175	67	169	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	46%	10%	58%	22%	61%	29%	9%	56%	29%	51%	21%	22%	8%	21%	15%
6/2/2024	372	159	43	212	82	239	107	34	221	112	190	70	84	34	76	51
	47%	43%	56%	46%	46%	49%	47%	48%	49%	49%	46%	43%	48%	51%	45%	43%
	100%	43%	11%	57%	22%	64%	29%	9%	59%	30%	51%	19%	23%	9%	20%	14%
6/3/2024	270	137	19	168	51	169	85	24	150	82	144	68	50	22	56	43
	34%	37%	25%	37%	29%	34%	37%	33%	34%	36%	35%	42%	28%	32%	33%	36%
	100%	51%	7%	62%	19%	63%	32%	9%	56%	30%	53%	25%	18%	8%	21%	16%
6/4/2024	158	73	14	80	45	83	36	14	77	35	75	26	41	11	37	26
	20%	20%	19%	17%	25%	17%	16%	19%	17%	15%	18%	16%	23%	17%	22%	22%
	100%	47%	9%	51%	28%	53%	23%	9%	49%	22%	47%	16%	26%	7%	23%	17%

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Population Column % Row %	Top Vote Determinant					DMA					St. Louis DMA Breaks	
	Total	Ill. Imm.	Jobs/Econ.	Gov. Spen.	Taxes	St. Louis	Kansas City	Col.-Jeff. City	Springfield	Balance	City/ County	Collar
Total	800	190	107	76	58	243	166	75	174	142	81	162
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	24%	13%	9%	7%	30%	21%	9%	22%	18%	10%	20%
6/2/2024	372	74	50	42	35	78	77	39	85	94	35	43
	47%	39%	47%	56%	60%	32%	46%	52%	49%	66%	43%	27%
	100%	20%	13%	11%	9%	21%	21%	10%	23%	25%	9%	12%
6/3/2024	270	67	34	24	17	132	51	18	38	31	38	94
	34%	35%	31%	31%	29%	54%	31%	25%	22%	22%	47%	58%
	100%	25%	12%	9%	6%	49%	19%	7%	14%	11%	14%	35%
6/4/2024	158	49	23	10	6	34	38	18	51	17	8	26
	20%	26%	22%	13%	10%	14%	23%	24%	30%	12%	10%	16%
	100%	31%	15%	6%	4%	21%	24%	11%	33%	11%	5%	16%