

Missouri Statewide 2024 Republican Primary Survey

Conducted: February 5 - 7, 2024

Number of Respondents: 611

Margin of Error: $\pm 3.96\%$

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

Definitely vote	88.0
Probably vote	10.3
Fifty-fifty chance	1.7

2. And which party's primary do you plan to vote in?

Republican primary	100.0
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8. Do you have a favorable or unfavorable opinion of Donald Trump?

Very Favorable	53.6
Somewhat Favorable	27.7
Somewhat Unfavorable	5.6
Very Unfavorable	9.0
Unsure/No Opinion	4.1
Never Heard Of	0.1
TOTAL FAVORABLE	81.3
TOTAL UNFAVORABLE	14.6
NET	66.7

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

Very Favorable	18.3
Somewhat Favorable	35.6
Somewhat Unfavorable	11.2
Very Unfavorable	6.0
Unsure/No Opinion	23.1
Never Heard Of	5.7
TOTAL FAVORABLE	53.9
TOTAL UNFAVORABLE	17.2
NET	36.7

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

Very Favorable	8.6
Somewhat Favorable	13.9
Somewhat Unfavorable	3.6
Very Unfavorable	4.5
Unsure/No Opinion	30.1
Never Heard Of	39.3
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TOTAL FAVORABLE	22.5
TOTAL UNFAVORABLE	8.1
NET	14.4

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

Very Favorable	9.0
Somewhat Favorable	20.1
Somewhat Unfavorable	4.8
Very Unfavorable	2.4
Unsure/No Opinion	29.9
Never Heard Of	33.8
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TOTAL FAVORABLE	29.1
TOTAL UNFAVORABLE	7.2
NET	21.9

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

Jay Ashcroft	35.9
Mike Kehoe	13.2
Bill Eigel	13.1
Undecided	37.9

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

3. Are you male or female?

Female	48.9
Male	51.1

4. Which age group best describes you?

18-34 years old	7.1
35-49 years old	18.5
50-64 years old	27.9
65 and older	46.0
Refused	0.5

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

Republican	69.6
Democrat	0.6
Independent	21.5
Something else	7.1
Don't know	1.2

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

Trump/America First Republican	55.1
Traditional Republican	21.4
Social conservative	12.1
Libertarian	2.8
Something else	4.2
Don't know	4.5

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

Very conservative	45.7
Somewhat conservative	32.5
Moderate	17.1
Progressive	1.8
Don't know	3.0
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TOTAL CONSERVATIVE	78.2
MODERATE + PROGRESSIVE	18.8

Primary Vote History

0	5.3
1	13.7
2	22.9
3	24.8
4	33.3

Cell vs LL

Cellphone	82.4
Landline	17.6

Geo - Media Market

St. Louis	33.1
Kansas City	20.8
Springfield Mo	20.4
Columbia-Jefferson City	8.8
Rest of State	16.9
