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**To: Interested Parties**  
**From: Ryan Munce – co/efficient**  
**Date: April 30, 2024**  
**Re: 2024 Missouri GOP Primary**

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The following outlines the key findings of a survey on the 2024 Republican primary election for Missouri statewide offices. The survey comprised 822 likely GOP primary voters and was conducted from April 1 to April 3, 2024, using mobile text responses and landline phone interviews. The survey is balanced by the age, gender, education level, race, and congressional district of the true voting population and has a margin of error of +/-3.41%.

**Key Findings:**

- All statewide elected offices are wide open, with a majority of voters undecided
- The closest challenge is for Governor, with Ashcroft and Kehoe fighting for first place
  - *Ashcroft - 20%, Kehoe - 15%, Undecided - 55%*
- The second-highest statewide office in Missouri has the highest number of undecided voters, with more than 8-in-10 undecided on their support for lieutenant governor

**Missouri Republican Primary:**

In the 2024 Republican primary election for Governor of Missouri, Jay Ashcroft and Mike Kehoe are leading the crowded field, holding 20% and 15%, respectively, and more than half of the electorate is undecided (55%), signaling the race is fairly open for Kehoe to raise his name ID and sway this voting bloc.

Jay Ashcroft has high name recognition among the GOP electorate. One-third approve of him but 26% hold a negative opinion—a significant number when only 6% say they have never heard of him.

Kehoe has an initial strong approval of 25%, and initially low disapprovals of 11%. Notably, one-third (37%) are unsure of their opinion, and 27% report never hearing of their sitting lieutenant governor.

The race for Lieutenant Governor of Missouri is the most wide-open, with 84% of GOP primary voters undecided. On the full ballot of all six named candidates, all candidates are polling in the single digits, with Lincoln Hough and Holly Rehder are tied at 5%.

**Conclusion:**

All races for statewide office underscore the fluidity of the GOP electorate at this time and the importance of increasing name recognition in the months leading up to August 6. Folding in the 55% of the undecided voters is essential moving forward.