



PUBLIC OPINION STRATEGIES

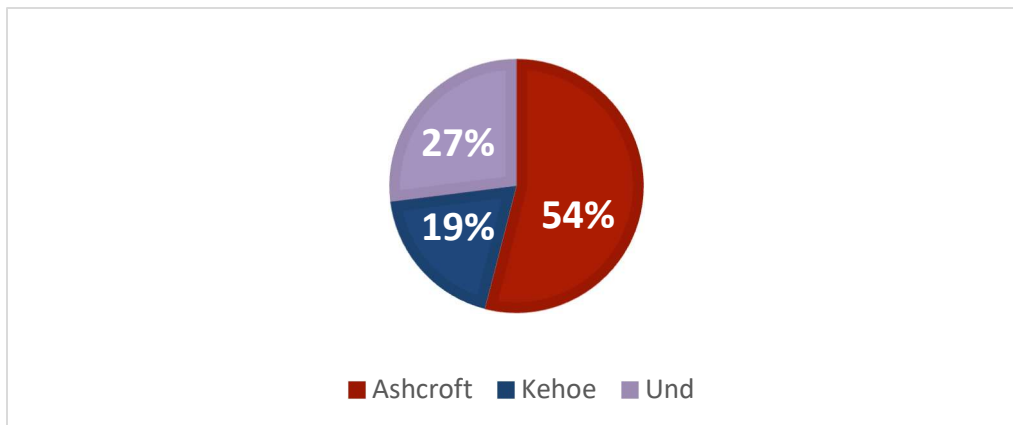
turning questions into answers

TO: COMMITTEE FOR LIBERTY
FROM: PATRICK LANNE – PUBLIC OPINION STRATEGIES
SUBJECT: RECENT POLL FINDINGS – 2024 REPUBLICAN GUBERNATORIAL PRIMARY
DATE: MARCH 21, 2022

As you know, Public Opinion Strategies recently completed a survey of 500 Republican voters in Missouri on behalf of the Committee for Liberty. The survey was completed March 8-10, 2022 and has a margin of error of +/- 4.4% in 95 out of 100 cases. Below you will find the key findings of the poll.

KEY FINDINGS

1. Jay Ashcroft leads Mike Kehoe by 35 points, 54%-19%, on the head-to-head ballot.



2. Jay leads with every major subgroup in the poll, including key primary audiences such as strong Republicans (60%-16%), very conservative voters (61%-15%) and seniors (63%-13%).
3. Jay is winning over 50% of the vote in every major media market in the state, including leading Kehoe by nearly 3-1 in the St. Louis media market (57%-20%).

<u>DMA</u>	<u>Ballot (JA-MK)</u>
St Louis	57%-20%
Springfield	52%-16%
KC	56%-12%
Smaller Markets	50%-24%

4. Jay is known by nearly every Republican voter (93% total heard of). Jay is well-liked by Republican primary voters, 61% favorable - 11% unfavorable. Jay’s personal image is overwhelmingly positive with every Republican subgroup.
5. By comparison, just 49% of Republican voters have heard of Kehoe, and just one-in-five have a favorable impression of him, 20% favorable – 4% unfavorable.
6. As the table below shows, Jay’s favorable rating is significantly stronger than Kehoe’s favorable rating with all Republican subgroups.

Subgroup	Ashcroft Favorable%	Kehoe Favorable%
Strong Republicans	67%	20%
Soft Republicans	63%	23%
65 years and older	70%	19%
StL DMA	67%	22%
Springfield DMA	59%	10%
KC DMA	64%	11%
Men	62%	24%
Women	60%	15%
Very Conservative	70%	20%
Somewhat Conservative	60%	27%
Moderate/Liberal	47%	11%

7. Lastly, Ashcroft leads Kehoe on key attributes: *“Is a trusted conservative leader”* (+31 Ashcroft), *“Has the right experience to be Governor”* (+31 Ashcroft) and *“Shares my values”* (+26 Ashcroft).

The Bottom Line

Heading into the 2024 Republican Gubernatorial primary, Jay Ashcroft is the clear front-runner for the Republican nomination.

Jay Ashcroft begins with higher name identification. His personal favorable rating is three times higher than his opponent. Jay owns the advantage on ideological and experience attributes. Finally, Ashcroft leads Kehoe by 35 points on a head-to-head ballot – leading with every subgroup in the poll.