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## KENTUCKY STATEWIDE PUBLIC POLL – MEMORANDUM

**DATE:** Tuesday, May 14, 2019  
**TO:** Interested Parties  
**FROM:** Brent Buchanan, President  
**RE:** Key Findings: Survey of KY Likely Republican Primary Voters

[Cygna](#) has completed a statistical review of our recent public survey and identified the following key findings, analysis of public opinion, and awareness of upcoming political races and issues in Kentucky. The information below was gathered through a multi-mode (SMS + Email + IVR) survey of likely Republican primary voters conducted May 10, 2019 – May 12, 2019. This survey has a sample size of n600 and a margin of error of  $\pm 4.00\%$  at a 95% confidence interval.

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### IMAGE TESTS

- Trump's image is in great shape, with a net +71 favorability (84% fav / 13% unfav) and high intensity (73% very fav).
- Gov. Bevin's image is divided among Kentucky voters. While net favorability is decent (+31) among likely Republican primary voters, his high unfavorability (32%) is two-and-a-half times higher than the president's with GOP voters.
- Bevin's image is strongest among voters over 55 years old (67% fav).
- A week away from the election, both candidates for attorney general are still flying under the radar with Kentucky voters. 47% of likely voters have never heard of either candidate.
- All four candidates for secretary of state are unknown, with over 50% of voters having never heard of any of the four candidates. As a result, each candidate has a single-digit net favorability.

### GUBERNATORIAL BALLOT

- The Bevin/Alvarado ticket currently stands at 56% on the gubernatorial ballot. If the election were held today, they would win the Republican nomination; however, nearly one-fourth (23%) of voters remain undecided.
- The Goforth/Hogan ticket is most popular with voters 40-54 with support reaching 25% among that voter group.
- A significant gender gap can be observed on the gubernatorial ballot. 63% of male respondents sided with the Bevin/Alvarado ticket, while only 49% of female respondents held the same preference. Overall, women (30%) are more undecided than men (16%).

### ATTORNEY GENERAL BALLOT

- Daniel Cameron (26%) has a 7-point lead on Wil Schroder (19%) in the attorney general primary race. More than half (55%) of all Republican primary voters remain undecided, including 47% of high-propensity voters.
- Cameron leads by 8 points (28%) with respondents over 55, but the ballot tightens to a 5-point spread among respondents under age 55.
- Looking at age and gender, 41% of females age 70 and over support Cameron, as opposed to only 11% of females age 40 to 54.

## SECRETARY OF STATE BALLOT

- Overall, 68% of likely Republican primary voters are still undecided on the secretary of state ballot. This high percentage is driven by the low name ID of the candidates in this race.
- Among the 32% of decided voters, Adams holds a single point lead on the ballot at 11%.
- English holds a small lead (+3) among female voters, but the ballot is more spread among men (Adams +6).

## AGRICULTURE COMMISSIONER BALLOT

- Quarles leads the agriculture commissioner ballot by 28 points, holding the support of more than a third (35%) of all likely Republican primary voters. Polyniak failed to reach double-digit support (8%); 58% remained undecided.
- Almost 70% of female respondents (69%) were undecided, 22 points higher than men (47%).
- Quarles' support in the Western Kentucky and Lexington geographic groupings reaches 40%. Voters in the Louisville geographic grouping are still largely undecided (68%).
- The ballot spread is tightest among women 55-69 years old (Quarles +12).

## ISSUES

- 35% of Republican primary voters believe that resolving the pension crisis should be the top priority of elected officials in Kentucky. Growing the economy and jobs (25%) was also a leading concern.
- Reducing taxes on citizens and improving healthcare were statistically tied as the third-most important priority.
- Growing the economy and jobs was 9 points more important with male respondents (29%) than female respondents (20%).
- A majority of likely Republican primary voters support legalizing medical marijuana (57%).
- That support rises to 70% among those under the age of 55.
- 51% of respondents support legalizing casino gaming, with 31% indicating they strongly support the measure.
- More than four-fifths (81%) of self-identified moderate Republicans support legalizing casino gaming, with 58% strongly supporting it.

## METHODOLOGY

This probabilistic survey was conducted May 10-12, 2019, with 600 likely Republican primary voters. It has a margin of error of  $\pm 4.00\%$ . Interviews were conducted using an online sample acquired via email and SMS invitations sent to known registered voters and filled in with Interactive Voice Response (IVR) to landline phones. This survey was weighted to a likely Republican primary voter universe.

## ABOUT THE FIRM

[Cygna](#) is a national public opinion and market research firm that specializes in helping its clients make great decisions with clear, understandable information and data. Cygna was recently ranked #1 most accurate polling and research firm in the country for 2018 by *The New York Times*. Our team members have worked on more than 850 corporate, public affairs, and political campaigns in nearly every state. (NOTE: Cygna has fielded private surveys for Quarles and Adams; this survey was not done in conjunction with any campaign.)

