



CYGNAL

Survey of Likely General Election Voters

Kentucky Statewide

Conducted May 22 – 23, 2023

n=600 | $\pm 3.92\%$



Vote Method

1. How do you plan to vote in the November 2023 general election for Governor, Attorney General, and other offices?

	Freq.	%
<u>Vote in-person on Election Day</u>	<u>455</u>	<u>75.9%</u>
Definitely vote in-person on Election Day	332	55.4%
Probably vote in-person on Election Day	123	20.5%
<u>Vote absentee by mail</u>	<u>32</u>	<u>5.3%</u>
Definitely vote absentee by mail	10	1.6%
Probably vote absentee by mail	22	3.7%
<u>Vote early in-person</u>	<u>113</u>	<u>18.8%</u>
Definitely vote early in-person	56	9.4%
Probably vote early in-person	57	9.4%
Total	600	100.0%

Election Interest

2. On a scale of 0 to 10, how determined are you to vote in this year's elections for Governor and Attorney General, with 0 meaning not determined at all and 10 meaning extremely determined?

	Freq.	%
0	2	0.3%
1	10	1.7%
2	1	0.2%
3	3	0.5%
4	3	0.5%
5	17	2.9%
6	10	1.6%
7	21	3.5%
8	21	3.5%
9	42	7.1%
10	462	77.0%
Unsure	7	1.2%
Total	600	100.0%

State Direction

3. Generally speaking, would you say things in Kentucky are headed in the right direction or off on the wrong track?

	Freq.	%
<u>Right direction</u>	<u>278</u>	<u>46.4%</u>
Definitely the right direction	83	13.8%
Mostly the right direction	196	32.6%
<u>Wrong track</u>	<u>242</u>	<u>40.3%</u>
Mostly the wrong track	152	25.3%
Definitely the wrong track	90	14.9%
Unsure	80	13.3%
Total	600	100.0%



Generic Congressional Ballot

4. If the 2024 general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

	Freq.	%
<u>Republican candidate</u>	<u>304</u>	<u>50.6%</u>
Definitely the Republican candidate	248	41.3%
Probably the Republican candidate	56	9.3%
<u>Democratic candidate</u>	<u>240</u>	<u>40.1%</u>
Probably the Democratic candidate	44	7.4%
Definitely the Democratic candidate	196	32.7%
Unsure	56	9.4%
Total	600	100.0%

- 5 – 8. For each of the following, please indicate if you have heard of the person and if you have, whether you have a favorable or unfavorable opinion of them. If you haven't heard of a name, choose so.

	Fav	Very fav	Unfav	Very Unfav	No opinion	NHO	NET Fav
Joe Biden	<u>35.0%</u> <u>210</u>	15.9% 95	<u>62.5%</u> <u>375</u>	55.8% 335	2.0% 12	0.5% 3	-27.5%
Donald Trump	<u>52.1%</u> <u>312</u>	34.6% 207	<u>44.7%</u> <u>268</u>	39.6% 238	3.0% 18	0.2% 1	7.4%
Andy Beshear	<u>55.3%</u> <u>332</u>	40.0% 240	<u>40.9%</u> <u>245</u>	27.2% 163	3.3% 20	0.5% 3	14.4%
Daniel Cameron	<u>45.5%</u> <u>273</u>	23.8% 143	<u>36.7%</u> <u>220</u>	27.8% 167	11.1% 67	6.7% 40	8.8%

Thinking about the November 2023 general election...

Gov Ballot

9. If the general election for Governor was held today, and you had to make a choice, who would you vote for?

	Freq.	%
<u>Republican Daniel Cameron</u>	<u>280</u>	<u>46.7%</u>
Definitely Republican Daniel Cameron	209	34.8%
Probably Republican Daniel Cameron	71	11.9%
<u>Democrat Andy Beshear</u>	<u>281</u>	<u>46.8%</u>
Probably Democrat Andy Beshear	32	5.4%
Definitely Democrat Andy Beshear	248	41.4%
Undecided	39	6.5%
Total	600	100.0%



AG Ballot

10. If the general election for Attorney General was held today, and you had to make a choice, who would you vote for?

	Freq.	%
<u>Republican Russell Coleman</u>	<u>235</u>	<u>39.2%</u>
Definitely Republican Russell Coleman	125	20.9%
Probably Republican Russell Coleman	110	18.3%
<u>Democrat Pamela Stevenson</u>	<u>171</u>	<u>28.5%</u>
Probably Democrat Pamela Stevenson	68	11.3%
Definitely Democrat Pamela Stevenson	103	17.2%
Undecided	194	32.3%
Total	600	100.0%

11. Are you female or male?

	Freq.	%
Female	324	54.0%
Male	276	46.0%
Total	600	100.0%

12. What age range do you fall within?

	Freq.	%
<u>Under 55</u>	<u>278</u>	<u>46.3%</u>
18 – 29	46	7.6%
30 – 44	131	21.8%
45 – 54	101	16.9%
<u>55 and Over</u>	<u>322</u>	<u>53.7%</u>
55 – 64	118	19.7%
65+	204	34.0%
Total	600	100.0%

13. How are you registered to vote in Kentucky? You may consider yourself of a different party, but what does your voter registration card show?

	Freq.	%
Republican	289	48.2%
Democrat	277	46.1%
Independent/Other	30	5.1%
Unsure	4	0.6%
Total	600	100.0%

14. And thinking about your views toward politics and government, would you say you are...

	Freq.	%
<u>Conservative</u>	<u>290</u>	<u>48.4%</u>
Very conservative	153	25.6%



Somewhat conservative	137	22.8%
<u>Moderate</u>	<u>153</u>	<u>25.5%</u>
<u>Liberal</u>	<u>134</u>	<u>22.4%</u>
Somewhat liberal	73	12.1%
Very liberal	62	10.3%
Unsure	23	3.8%
Total	600	100.0%

15. Which of the following best describes your race or ethnicity?

	Freq.	%
White or Caucasian	533	88.8%
Asian or Pacific Islander	4	0.6%
Black or African American	31	5.2%
Hispanic or Latino	11	1.9%
Other	14	2.4%
Unsure	7	1.1%
Total	600	100.0%

16. Thinking back, who did you vote for in the 2020 election for President?

	Freq.	%
Republican Donald Trump	332	55.3%
Democrat Joe Biden	237	39.5%
Another candidate	12	2.0%
Did not vote in 2020	12	1.9%
Unsure	8	1.3%
Total	600	100.0%

17. What's the highest level of education you have completed?

	Freq.	%
<u>No degree</u>	<u>399</u>	<u>66.6%</u>
Some high school	5	0.8%
High school diploma/GED	103	17.1%
Technical Certification	36	6.1%
Some college or Associates Degree	256	42.7%
<u>At least College</u>	<u>199</u>	<u>33.2%</u>
Four-year undergraduate or Bachelors Degree	97	16.1%
Graduate degree or further	102	17.1%
Unsure	1	0.2%
Total	600	100.0%

18. General Election X of 4

	Freq.	%
0 of 4	16	2.6%



1 of 4	42	7.0%
2 of 4	89	14.8%
3 of 4	184	30.6%
4 of 4	270	44.9%
Total	600	100.0%

19. Geo – Congressional District

	Freq.	%
1	100	16.6%
2	93	15.6%
3	106	17.7%
4	102	16.9%
5	89	14.8%
6	110	18.4%
Total	600	100.0%

20. Geo – DMA

	Freq.	%
Bowling Green	19	3.2%
Charleston-Huntington	27	4.6%
Cincinnati	51	8.6%
Evansville	39	6.6%
Knoxville	6	0.9%
Lexington	194	32.3%
Louisville	208	34.6%
Nashville	24	3.9%
Paducah-Cape Girard-Harsbg	29	4.8%
Tri-Cities TN-VA	3	0.5%
Total	600	100.0%

21. Income

	Freq.	%
\$0-\$49k	127	21.2%
\$50k-\$99k	286	47.7%
\$100k+	181	30.2%
Unknown	5	0.9%
Total	600	100.0%

22. Age + Income

	Freq.	%
<65 <\$50k	72	12.0%
<65 \$50k-\$99k	194	32.3%
<65 \$100k+	128	21.3%
65+ <\$50k	55	9.2%
65+ \$50k-\$99k	93	15.5%
65+ \$100k+	53	8.9%
Unknown	5	0.9%
Total	600	100.0%



23. Gender + Age

	Freq.	%
F 18 - 29	26	4.3%
F 30 - 44	68	11.4%
F 45 - 54	56	9.4%
F 55 - 64	66	11.0%
F 65+	108	18.0%
M 18 - 29	20	3.4%
M 30 - 44	62	10.4%
M 45 - 54	45	7.5%
M 55 - 64	53	8.8%
M 65+	96	16.0%
Total	600	100.0%

24. Race + Gender

	Freq.	%
White Female	284	47.3%
White Male	249	41.5%
Asian Female	1	0.2%
Asian Male	3	0.5%
Black Female	20	3.3%
Black Male	12	1.9%
Hispanic Female	10	1.7%
Hispanic Male	1	0.1%
Other Female	8	1.3%
Other Male	6	1.0%
Unsure	7	1.1%
Total	600	100.0%

25. Gender + Education

	Freq.	%
Female At least College	111	18.5%
Female No degree	212	35.3%
Male At least College	88	14.7%
Male No degree	188	31.3%
Unsure	1	0.2%
Total	600	100.0%

26. Partisanship + Age

	Freq.	%
Republican 18-29	19	3.1%
Republican 30-44	59	9.8%
Republican 45-54	56	9.3%
Republican 55-64	60	10.0%
Republican 65+	96	16.0%
Democrat 18-29	25	4.2%
Democrat 30-44	59	9.8%
Democrat 45-54	37	6.2%
Democrat 55-64	56	9.3%
Democrat 65+	99	16.6%



Independent 18-29	2	0.3%
Independent 30-44	12	2.0%
Independent 45-54	8	1.4%
Independent 55-64	2	0.3%
Independent 65+	7	1.1%
Unsure	4	0.6%
Total	600	100.0%

27. Partisanship + Gender

	Freq.	%
Republican Female	140	23.3%
Republican Male	149	24.8%
Democratic Female	166	27.6%
Democratic Male	111	18.5%
Independent Female	16	2.7%
Independent Male	14	2.4%
Unsure	4	0.6%
Total	600	100.0%

METHODOLOGY

This survey was conducted May 22 – 23, 2023, with 600 likely general election voters. It has a margin of error of ±3.92%. Known registered voters were interviewed via IVR and SMS. This survey was weighted to a likely general election voter universe.

ABOUT THE FIRM

[Cygnal](#) is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal’s ability to create intelligence for action. Its team members have worked in 48 states and multiple countries on more than 2,700 corporate, public affairs, and political campaigns.

