To: Daniel Cameron for US Senate
From: Ryan Munce – co/efficient
Date: October 10, 2025
Re: Survey Results

Cameron's Commanding Lead in Kentucky

Executive Summary

Despite millions of dollars spent attempting to tarnish his reputation and boost his competitors, Daniel Cameron maintains a commanding lead in the Kentucky Republican Senate Primary. Our latest polling shows Cameron with overwhelming support across the Commonwealth, leading the field with 39% support and maintaining exceptionally strong favorability ratings in virtually every region of the state.

The Current State of the Race

Key Numbers:

- Cameron Ballot Support: **39%**
- Cameron Net Favorability: **+42**
- Cameron's Lead Over Barr: **17 points**

Current Ballot Test (October 10, 2025):

- Daniel Cameron: **39%**
- Andy Barr: 22%
- Nate Morris: 8%
- Someone Else: 4%
- Undecided: 27%

The October 10th polling reveals a race that is remarkably stable given the attention and level of spending that has already occurred. Cameron holds a 17-point lead over his nearest competitor, Andy Barr (22%), while Nate Morris remains mired in single digits at 8%. With 27% undecided, Cameron is positioned to consolidate support as voters make their final decisions.

Negative Attacks Have Failed

Despite substantial spending aimed at damaging Cameron's reputation, he maintains a remarkable 56% favorable rating with only 14% viewing him unfavorably—a 4-to-1 positive ratio. This suggests that voters have rejected the negative narrative and maintained their confidence in Cameron.

The Favorability Advantage

Net Favorability Ratings (October 2025):

- Daniel Cameron: **+42** (56% favorable / 14% unfavorable / 29% unsure / 1% never heard)
- Andy Barr: **+16** (33% favorable / 17% unfavorable / 45% unsure / 5% never heard)
- Nate Morris: **-6** (12% favorable / 18% unfavorable / 48% unsure / 22% never heard)

Cameron's favorability metrics reveal why he continues to dominate despite opposition spending. With near-universal name recognition (99% have heard of him) and a 4-to-1 favorable-to-unfavorable ratio, Cameron has built the kind of positive reputation that is resistant to attack. Meanwhile, his competitors struggle with both awareness and positive perception. Barr has a striking 45% still "unsure" about him despite being a sitting Congressman, while Morris has 48% unsure and 22% never having heard of him.

Cameron's Favorability is Both High and Durable

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Geographic and Demographic Strength

Cameron's lead is not confined to a single region or demographic—it spans the entire Commonwealth. He leads in 5 of 6 congressional districts, only trailing in his opponent's home district:

By Congressional District:

- CD 01: Cameron 43%, Barr 18%, Morris 4% (Cameron +25)
- CD 02: Cameron 47%, Barr 16%, Morris 11% (Cameron +31)
- CD 03: Cameron 46%, Barr 17%, Morris 7% (Cameron +29)
- CD 04: Cameron 40%, Barr 21%, Morris 8% (Cameron +19)
- CD 05: Cameron 31%, Barr 25%, Morris 9% (Cameron +6)
- CD 06 (Barr's district): Cameron 29%, Barr 39%, Morris 9% (Barr +10)

By Voter Type:

- Trump Republicans: Cameron 36%, Barr 24%, Morris 8% (Cameron +12)
- Christian Conservatives: Cameron 49%, Barr 17%, Morris 6% (Cameron +32)
- Fiscal Conservatives: Cameron 29%, Barr 29%, Morris 8% (Tied)
- Traditional Conservatives: Cameron 41%, Barr 20%, Morris 14% (Cameron +21)
- Women: Cameron 43%, Barr 18%, Morris 7% (Cameron +25)

Geographic and Demographic Breadth

Cameron's coalition is broad and deep. He leads in CD 02 by 31 points, in CD 03 by 29 points, and in CD 01 by 25 points. He maintains competitiveness even in Barr's home CD 06. He dominates among Christian conservatives (+32), traditional conservatives (+21), women (+25), and younger voters (+26 to +28).

The Trump Factor

In a Republican primary where Trump approval sits at 91%, alignment with the President is crucial. Cameron holds a significant advantage: 28% of voters see him as most closely aligned with Trump, compared to just 22% for Barr and 12% for Morris—a 6-point edge over his nearest competitor.

This perception translates into ballot performance: Cameron leads among Trump Republican voters 36% to 24%, a 12-point advantage. With Trump approval at 91% among GOP primary voters, being seen as the candidate most aligned with the President provides Cameron with a significant structural advantage in this primary.

Conclusion: A Clear Frontrunner

The October 10th polling demonstrates that Daniel Cameron has built a formidable, durable lead in the Kentucky Republican Senate Primary. Despite millions spent in opposition, Kentucky voters know Cameron, like Cameron, and are voting for Cameron.

- **Universal name recognition:** 99% of voters have heard of Cameron, compared to significant awareness gaps for his opponents
- **Overwhelmingly positive image:** His +42 net favorability dwarfs Barr's +16 and Morris's -6
- **Broad coalition:** Cameron leads across geographic regions, age groups, and conservatives
- **Resilience to attacks:** Despite substantial negative spending, 56% of voters view him favorably—a testament to his strong reputation
- **The "home district" exception proves the rule:** Barr only leads in his home CD 06, while Cameron dominates across the rest of Kentucky
- **Trump alignment advantage:** Cameron is seen as most aligned with Trump by 28% of voters, 6 points ahead of Barr

The data is unambiguous: Daniel Cameron is the clear frontrunner in this race, with the kind of strong favorability and broad coalition that winning primary candidates possess.