

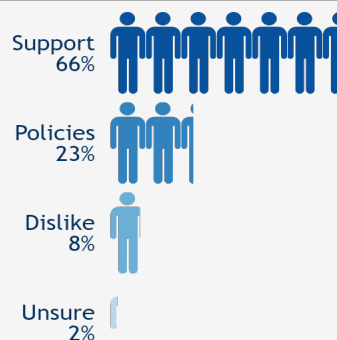


# Kentucky Governor 2023 Republican Primary

Image, Ballot, and Message Testing  
June 14th, 2022



When thinking about former President Donald Trump which statement is most aligned with your views?



#### Full Answer Option Text:

- “Support” = “I support him and his policies”
- “Policies” = “I dislike him personally but support most of his policies”
- “Dislike” = “I dislike him personally and do not support most of his policies”
- Unsure

## Critical Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	55%	66%	63%	75%	65%
Policies	34%	22%	28%	19%	21%
Dislike	11%	11%	8%	5%	9%
Unsure	0%	1%	2%	1%	4%

### By Gender

Column %	Female	Male
Support	67%	64%
Policies	21%	26%
Dislike	9%	8%
Unsure	2%	2%

### By Education Level

Column %	HS	College	Grad+
Support	75%	58%	48%
Policies	18%	31%	30%
Dislike	4%	10%	20%
Unsure	3%	1%	2%

### By Race

Column %	White	Non-White
Support	66%	66%
Policies	24%	15%
Dislike	8%	18%
Unsure	2%	1%

### By Ideology

Column %	Conserv.	Moderate	Liberal
Support	76%	34%	16%
Policies	21%	35%	6%
Dislike	2%	28%	74%
Unsure	1%	3%	3%

### By Last 4 Primaries

Column %	4	3	2	1	0
Support	59%	67%	65%	68%	72%
Policies	31%	24%	21%	22%	20%
Dislike	4%	8%	14%	8%	7%
Unsure	6%	1%	1%	2%	1%

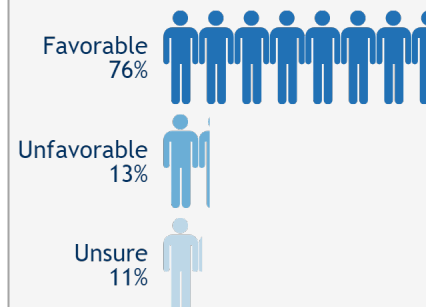
### By DMA

Column %	LEXING.	LOUISV.	CINCIN.	OTHER
Support	67%	55%	64%	76%
Policies	24%	30%	23%	16%
Dislike	7%	13%	8%	6%
Unsure	2%	2%	4%	2%

### By Method

Column %	Cell	Landline
Support	63%	72%
Policies	27%	18%
Dislike	10%	6%
Unsure	1%	4%

What is your opinion of  
Rand Paul?



## Critical Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	62%	74%	78%	78%	79%
Unfavorable	19%	13%	15%	12%	11%
Unsure	18%	13%	7%	9%	10%

### By Education Level

Column %	HS	College	Grad+
Favorable	79%	74%	67%
Unfavorable	8%	16%	26%
Unsure	13%	9%	7%

### By Gender

Column %	Female	Male
Favorable	73%	79%
Unfavorable	13%	14%
Unsure	14%	7%

### By Race

Column %	White	Non-White
Favorable	77%	64%
Unfavorable	13%	17%
Unsure	10%	19%

### By DMA

Column %	LEXING.	LOUISV.	CINCIN.	OTHER
Favorable	74%	76%	82%	76%
Unfavorable	11%	16%	10%	14%
Unsure	15%	7%	9%	10%

### By Trump Affinity

Column %	Support	Policies	Dislike	Unsure
Favorable	86%	73%	11%	52%
Unfavorable	4%	13%	83%	23%
Unsure	11%	14%	6%	26%

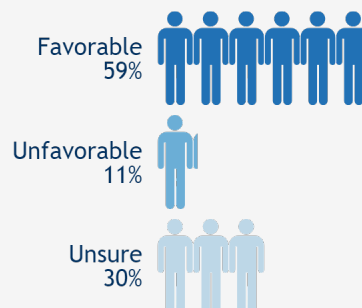
### By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	78%	71%	79%	79%	59%
Unfavorable	13%	16%	15%	10%	15%
Unsure	9%	13%	6%	11%	25%

### By Congressional District

Column %	01	02	03	04	05	06
Favorable	74%	76%	71%	84%	72%	78%
Unfavorable	18%	13%	20%	8%	11%	12%
Unsure	7%	12%	9%	8%	17%	10%

What is your opinion of  
Daniel Cameron?



## Critical Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	49%	62%	52%	63%	62%
Unfavorable	11%	14%	13%	10%	10%
Unsure	41%	25%	35%	26%	28%

### By Education Level

Column %	HS	College	Grad+
Favorable	57%	67%	52%
Unfavorable	9%	8%	23%
Unsure	34%	25%	25%

### By Gender

Column %	Female	Male
Favorable	59%	59%
Unfavorable	12%	11%
Unsure	29%	31%

### By Race

Column %	White	Non-White
Favorable	60%	45%
Unfavorable	11%	15%
Unsure	29%	39%

### By DMA

Column %	LEXING.	LOUISV.	CINCIN.	OTHER
Favorable	57%	64%	58%	57%
Unfavorable	13%	14%	8%	8%
Unsure	30%	22%	34%	35%

### By Trump Affinity

Column %	Support	Policies	Dislike	Unsure
Favorable	63%	62%	20%	58%
Unfavorable	5%	8%	56%	17%
Unsure	32%	30%	24%	25%

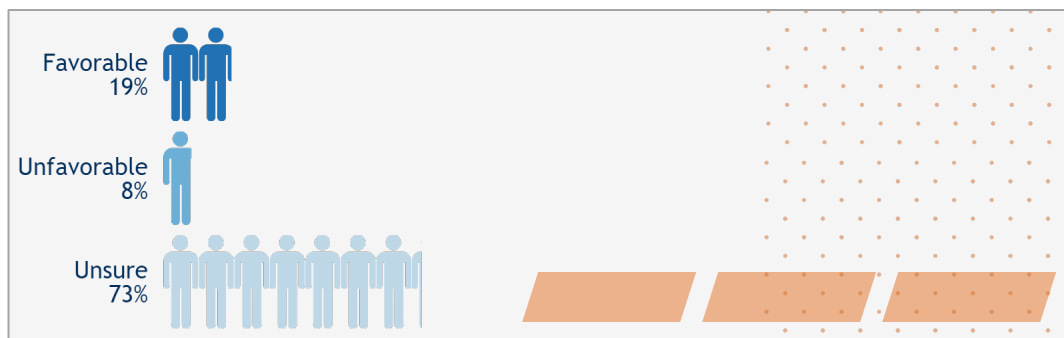
### By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	70%	67%	60%	56%	27%
Unfavorable	14%	9%	13%	10%	11%
Unsure	16%	25%	27%	35%	62%

### By Congressional District

Column %	01	02	03	04	05	06
Favorable	61%	62%	60%	63%	50%	61%
Unfavorable	10%	10%	16%	8%	14%	9%
Unsure	29%	28%	24%	29%	36%	30%

What is your opinion of Mike Harmon?



## Critical Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	21%	14%	17%	20%	22%
Unfavorable	13%	7%	11%	9%	4%
Unsure	67%	79%	72%	72%	74%

### By Education Level

Column %	HS	College	Grad+
Favorable	19%	21%	21%
Unfavorable	7%	7%	14%
Unsure	75%	72%	65%

### By Gender

Column %	Female	Male
Favorable	16%	23%
Unfavorable	8%	8%
Unsure	76%	69%

### By Race

Column %	White	Non-White
Favorable	19%	25%
Unfavorable	8%	6%
Unsure	73%	69%

### By DMA

Column %	LEXING.	LOUISV.	CINCIN.	OTHER
Favorable	28%	18%	13%	11%
Unfavorable	8%	11%	6%	5%
Unsure	64%	70%	81%	83%

### By Trump Affinity

Column %	Support	Policies	Dislike	Unsure
Favorable	21%	17%	7%	24%
Unfavorable	5%	8%	33%	16%
Unsure	75%	75%	60%	59%

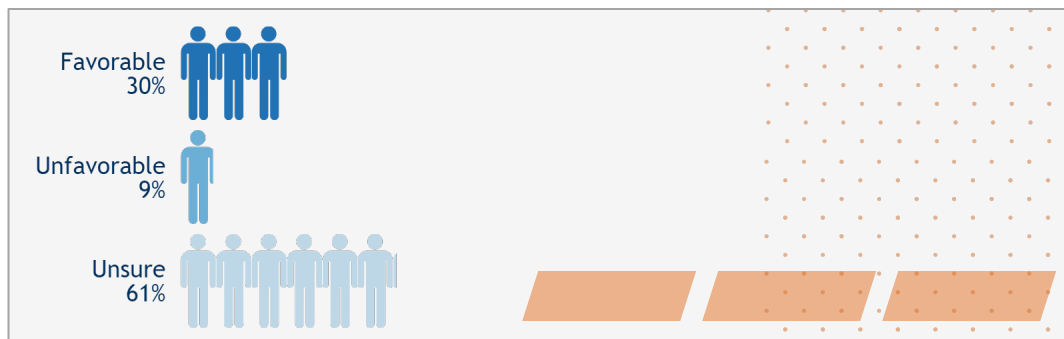
### By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	26%	21%	21%	17%	9%
Unfavorable	12%	8%	9%	4%	13%
Unsure	62%	71%	70%	79%	78%

### By Congressional District

Column %	01	02	03	04	05	06
Favorable	16%	17%	18%	15%	19%	29%
Unfavorable	10%	8%	10%	6%	7%	7%
Unsure	74%	75%	71%	79%	74%	64%

What is your opinion of  
Ryan Quarles?



## Critical Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	33%	33%	26%	30%	29%
Unfavorable	20%	9%	9%	6%	7%
Unsure	47%	58%	65%	63%	64%

### By Education Level

Column %	HS	College	Grad+
Favorable	29%	29%	33%
Unfavorable	6%	11%	18%
Unsure	66%	59%	49%

### By Gender

Column %	Female	Male
Favorable	26%	34%
Unfavorable	10%	9%
Unsure	64%	57%

### By Race

Column %	White	Non-White
Favorable	31%	21%
Unfavorable	9%	13%
Unsure	61%	66%

### By DMA

Column %	LEXING.	LOUISV.	CINCIN.	OTHER
Favorable	36%	28%	16%	29%
Unfavorable	9%	12%	4%	8%
Unsure	55%	60%	79%	62%

### By Trump Affinity

Column %	Support	Policies	Dislike	Unsure
Favorable	31%	29%	15%	30%
Unfavorable	5%	10%	38%	17%
Unsure	64%	62%	47%	53%

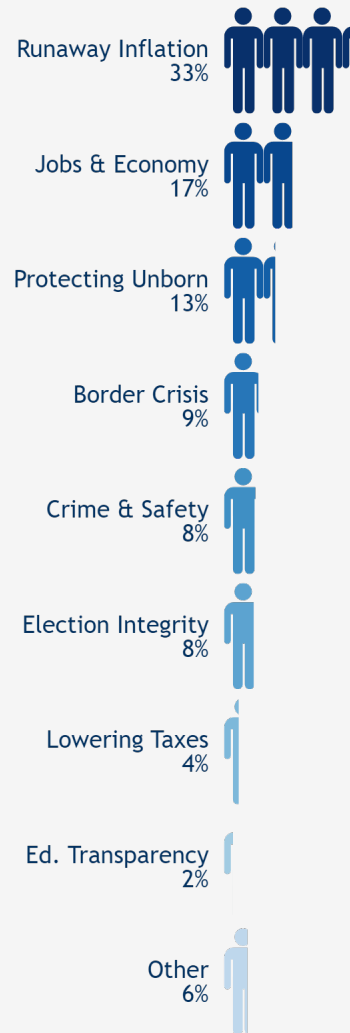
### By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	44%	36%	29%	22%	23%
Unfavorable	11%	9%	9%	6%	20%
Unsure	45%	54%	62%	72%	57%

### By Congressional District

Column %	01	02	03	04	05	06
Favorable	35%	36%	19%	24%	23%	40%
Unfavorable	15%	7%	13%	5%	9%	8%
Unsure	50%	57%	68%	71%	68%	52%

Which do you consider to be the MOST important issue facing Kentucky today?



## Critical Crosstabs:

## By Age

Column %	18-34	35-44	45-54	55-64	65+
Runaway Inflation	38%	31%	33%	33%	33%
Jobs & Economy	22%	24%	18%	19%	11%
Protecting Unborn	12%	14%	13%	14%	12%
Border Crisis	2%	5%	8%	9%	13%
Crime & Safety	11%	6%	3%	6%	11%
Election Integrity	4%	8%	8%	8%	8%
Lowering Taxes	4%	3%	5%	4%	3%
Ed. Transparency	3%	1%	2%	2%	3%
Other	5%	8%	9%	5%	5%

## By Education Level

Column %	HS	College	Grad+
Runaway Inflation	34%	32%	35%
Jobs & Economy	15%	20%	18%
Protecting Unborn	14%	11%	11%
Border Crisis	10%	8%	6%
Crime & Safety	6%	12%	6%
Election Integrity	9%	5%	7%
Lowering Taxes	3%	4%	5%
Ed. Transparency	2%	2%	5%
Other	6%	5%	7%

## By Gender

Column %	Female	Male
Runaway Inflation	32%	35%
Jobs & Economy	18%	16%
Protecting Unborn	15%	10%
Border Crisis	9%	9%
Crime & Safety	8%	8%
Election Integrity	6%	9%
Lowering Taxes	3%	5%
Ed. Transparency	2%	2%
Other	6%	6%

## By DMA

Column %	LEXING.	LOUISV.	CINCIN.	OTHER
Runaway Inflation	39%	28%	35%	31%
Jobs & Economy	17%	16%	19%	18%
Protecting Unborn	16%	12%	6%	13%
Border Crisis	8%	6%	15%	11%
Crime & Safety	4%	17%	6%	5%
Election Integrity	5%	6%	4%	13%
Lowering Taxes	4%	3%	6%	3%
Ed. Transparency	1%	4%	2%	2%
Other	6%	9%	7%	4%



## Critical Crosstabs:

## By Trump Affinity

Column %	Support	Policies	Dislike	Unsure
Runaway Inflation	36%	31%	26%	44%
Jobs & Economy	15%	20%	34%	3%
Protecting Unborn	12%	20%	1%	13%
Border Crisis	12%	3%	0%	7%
Crime & Safety	5%	15%	12%	1%
Election Integrity	10%	2%	2%	4%
Lowering Taxes	4%	4%	4%	0%
Ed. Transparency	2%	1%	4%	2%
Other	4%	4%	18%	25%

## By Last 4 Primaries

Column %	4	3	2	1	0
Runaway Inflation	32%	32%	31%	36%	37%
Jobs & Economy	18%	26%	19%	14%	8%
Protecting Unborn	14%	16%	12%	12%	10%
Border Crisis	8%	6%	8%	12%	7%
Crime & Safety	7%	7%	11%	7%	6%
Election Integrity	6%	4%	6%	9%	18%
Lowering Taxes	5%	4%	4%	4%	0%
Ed. Transparency	3%	1%	3%	2%	2%
Other	6%	5%	7%	5%	10%

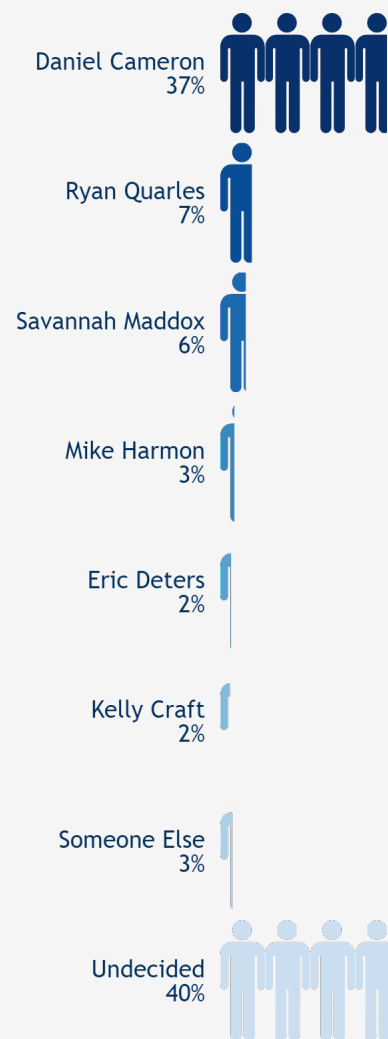
## By Congressional District

Column %	01	02	03	04	05	06
Runaway Inflation	29%	36%	25%	29%	33%	45%
Jobs & Economy	18%	17%	14%	21%	19%	14%
Protecting Unborn	13%	13%	10%	8%	17%	14%
Border Crisis	12%	7%	5%	13%	9%	5%
Crime & Safety	7%	6%	30%	7%	3%	5%
Election Integrity	9%	8%	8%	6%	10%	5%
Lowering Taxes	5%	1%	1%	5%	4%	6%
Ed. Transparency	4%	4%	2%	2%	1%	1%
Other	3%	9%	5%	10%	4%	5%

## By Race

Column %	White	Non-White
Runaway Inflation	34%	32%
Jobs & Economy	18%	4%
Protecting Unborn	13%	10%
Border Crisis	9%	10%
Crime & Safety	7%	20%
Election Integrity	7%	9%
Lowering Taxes	4%	7%
Ed. Transparency	2%	3%
Other	6%	5%

If the Republican primary election for Governor of Kentucky were held today, who would you vote for?



## Critical Crosstabs:

## By Age

Column %	18-34	35-44	45-54	55-64	65+
Daniel Cameron	19%	49%	34%	45%	36%
Ryan Quarles	6%	3%	6%	8%	9%
Savannah Maddox	18%	0%	6%	4%	4%
Mike Harmon	2%	0%	4%	3%	4%
Eric Deters	2%	5%	3%	1%	2%
Kelly Craft	4%	2%	1%	2%	2%
Someone Else	3%	5%	2%	4%	1%
Undecided	47%	36%	43%	31%	42%

## By Education Level

Column %	HS	College	Grad+
Daniel Cameron	38%	38%	34%
Ryan Quarles	7%	7%	7%
Savannah Maddox	5%	6%	8%
Mike Harmon	4%	2%	1%
Eric Deters	2%	3%	3%
Kelly Craft	1%	3%	5%
Someone Else	1%	4%	7%
Undecided	42%	38%	35%

## By Gender

Column %	Female	Male
Daniel Cameron	35%	39%
Ryan Quarles	7%	7%
Savannah Maddox	6%	5%
Mike Harmon	4%	3%
Eric Deters	1%	4%
Kelly Craft	2%	3%
Someone Else	3%	2%
Undecided	42%	37%

## By DMA

Column %	LEXING.	LOUISV.	CINCIN.	OTHER
Daniel Cameron	33%	45%	28%	38%
Ryan Quarles	10%	7%	4%	5%
Savannah Maddox	9%	5%	6%	2%
Mike Harmon	3%	3%	3%	3%
Eric Deters	1%	2%	9%	3%
Kelly Craft	2%	2%	5%	3%
Someone Else	2%	3%	1%	3%
Undecided	40%	34%	44%	43%

## Critical Crosstabs:

## By Trump Affinity

Column %	Support	Policies	Dislike	Unsure
Daniel Cameron	43%	36%	8%	19%
Ryan Quarles	7%	7%	5%	11%
Savannah Maddox	5%	9%	2%	8%
Mike Harmon	2%	3%	6%	7%
Eric Deters	2%	2%	2%	0%
Kelly Craft	2%	3%	3%	2%
Someone Else	1%	2%	21%	0%
Undecided	37%	38%	54%	53%

## By Last 4 Primaries

Column %	4	3	2	1	0
Daniel Cameron	35%	46%	36%	37%	23%
Ryan Quarles	12%	12%	7%	3%	2%
Savannah Maddox	6%	4%	6%	6%	6%
Mike Harmon	2%	3%	4%	4%	0%
Eric Deters	4%	2%	2%	2%	2%
Kelly Craft	2%	1%	3%	3%	0%
Someone Else	2%	3%	3%	3%	0%
Undecided	36%	28%	38%	43%	67%

## By Congressional District

Column %	01	02	03	04	05	06
Daniel Cameron	38%	40%	43%	35%	36%	34%
Ryan Quarles	5%	9%	6%	6%	6%	11%
Savannah Maddox	2%	4%	5%	6%	6%	9%
Mike Harmon	3%	5%	3%	3%	4%	2%
Eric Deters	3%	0%	2%	6%	2%	1%
Kelly Craft	2%	2%	1%	3%	2%	2%
Someone Else	7%	3%	2%	1%	2%	2%
Undecided	41%	37%	37%	40%	43%	38%

## By Race

Column %	White	Non-White
Daniel Cameron	38%	27%
Ryan Quarles	7%	2%
Savannah Maddox	5%	14%
Mike Harmon	3%	6%
Eric Deters	2%	3%
Kelly Craft	2%	1%
Someone Else	3%	1%
Undecided	39%	47%

Analysis of the 40% of respondents who are 'Undecided' on who they would vote for.

#### By Rand Paul Opinion

Column %	Undecided	Overall
Favorable	71%	76%
Unfavorable	16%	13%
Unsure	14%	11%

#### By Gender

Column %	Undecided	Overall
Female	55%	52%
Male	45%	48%

#### By Age

Column %	Undecided	Overall
18-34	16%	13%
35-44	12%	13%
45-54	19%	17%
55-64	19%	24%
65+	35%	33%

#### By Education

Column %	Undecided	Overall
HS	59%	56%
College	25%	27%
Grad+	14%	16%

#### By Race

Column %	Undecided	Overall
White	93%	94%
Non-White	7%	6%

#### By Trump Affinity

Column %	Undecided	Overall
Support	63%	66%
Policies	23%	23%
Dislike	12%	8%
Unsure	3%	2%

#### By Most Important Issues

Column %	Undecided	Overall
Runaway Inflation	36%	34%
Jobs & Economy	15%	17%
Protecting Unborn	10%	13%
Border Crisis	11%	9%
Crime & Safety	7%	8%
Election Integrity	9%	7%
Lowering Taxes	3%	4%
Ed. Transparency	2%	2%
Other	8%	6%

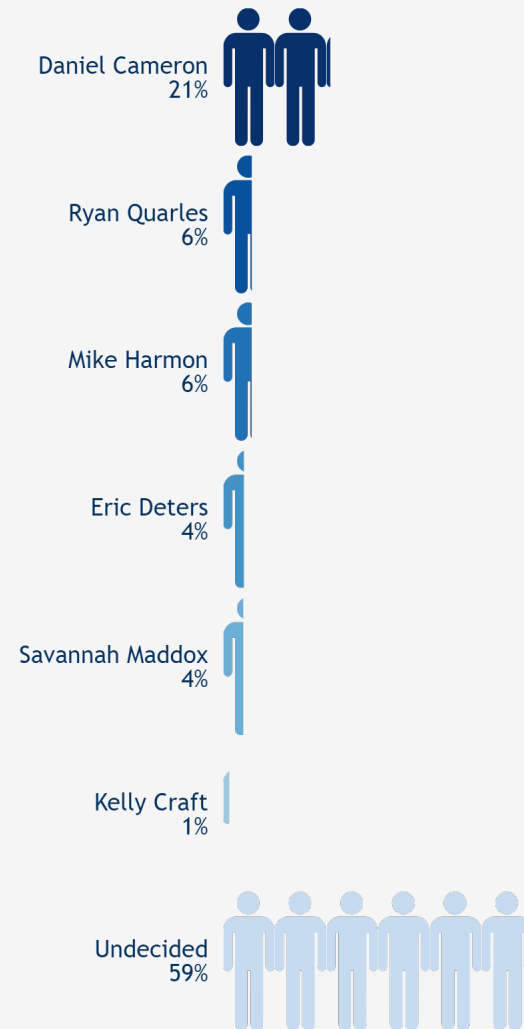
#### By DMA

Column %	Undecided	Overall
LEXING.	35%	35%
LOUISV.	23%	27%
CINCIN.	11%	10%
OTHER	31%	28%

#### By Congressional District

Column %	Undecided	Overall
01	17%	16%
02	15%	16%
03	10%	11%
04	17%	17%
05	24%	22%
06	17%	18%

If you are undecided at the moment, and you had to choose a candidate for Governor right now, which candidate are you leaning towards?



# Preference of Leaners (Continued)

## By Age

Column %	18-34	35-44	45-54	55-64	65+
Daniel Cameron	23%	18%	18%	21%	22%
Ryan Quarles	3%	0%	5%	11%	6%
Mike Harmon	4%	12%	3%	2%	7%
Eric Deters	15%	0%	3%	1%	2%
Savannah Maddox	7%	9%	3%	1%	3%
Kelly Craft	0%	2%	1%	1%	2%
Undecided	48%	60%	66%	63%	58%

## By Gender

Column %	Female	Male
Daniel Cameron	22%	18%
Ryan Quarles	4%	7%
Mike Harmon	7%	4%
Eric Deters	6%	1%
Savannah Maddox	6%	2%
Kelly Craft	0%	2%
Undecided	54%	65%

## By DMA

Column %	LEXING.	LOUISV.	CINCIN.	OTHER
Daniel Cameron	25%	17%	16%	21%
Ryan Quarles	7%	3%	1%	7%
Mike Harmon	10%	5%	3%	2%
Eric Deters	0%	2%	9%	8%
Savannah Maddox	4%	2%	12%	2%
Kelly Craft	1%	2%	1%	0%
Undecided	52%	70%	58%	60%

## By Education Level

Column %	HS	College	Grad+
Daniel Cameron	17%	29%	20%
Ryan Quarles	6%	4%	5%
Mike Harmon	7%	4%	4%
Eric Deters	6%	1%	1%
Savannah Maddox	2%	10%	2%
Kelly Craft	1%	3%	1%
Undecided	61%	49%	68%

## By Trump Affinity

Column %	Support	Policies	Dislike	Unsure
Daniel Cameron	24%	21%	10%	19%
Ryan Quarles	5%	6%	9%	0%
Mike Harmon	4%	10%	5%	5%
Eric Deters	6%	2%	1%	0%
Savannah Maddox	4%	5%	1%	6%
Kelly Craft	0%	1%	4%	0%
Undecided	56%	54%	70%	70%

## By Last 4 Primaries

Column %	4	3	2	1	0
Daniel Cameron	31%	21%	25%	17%	8%
Ryan Quarles	8%	4%	9%	3%	5%
Mike Harmon	7%	1%	5%	7%	5%
Eric Deters	2%	0%	0%	3%	21%
Savannah Maddox	0%	10%	4%	4%	2%
Kelly Craft	3%	0%	2%	1%	0%
Undecided	48%	63%	55%	65%	59%

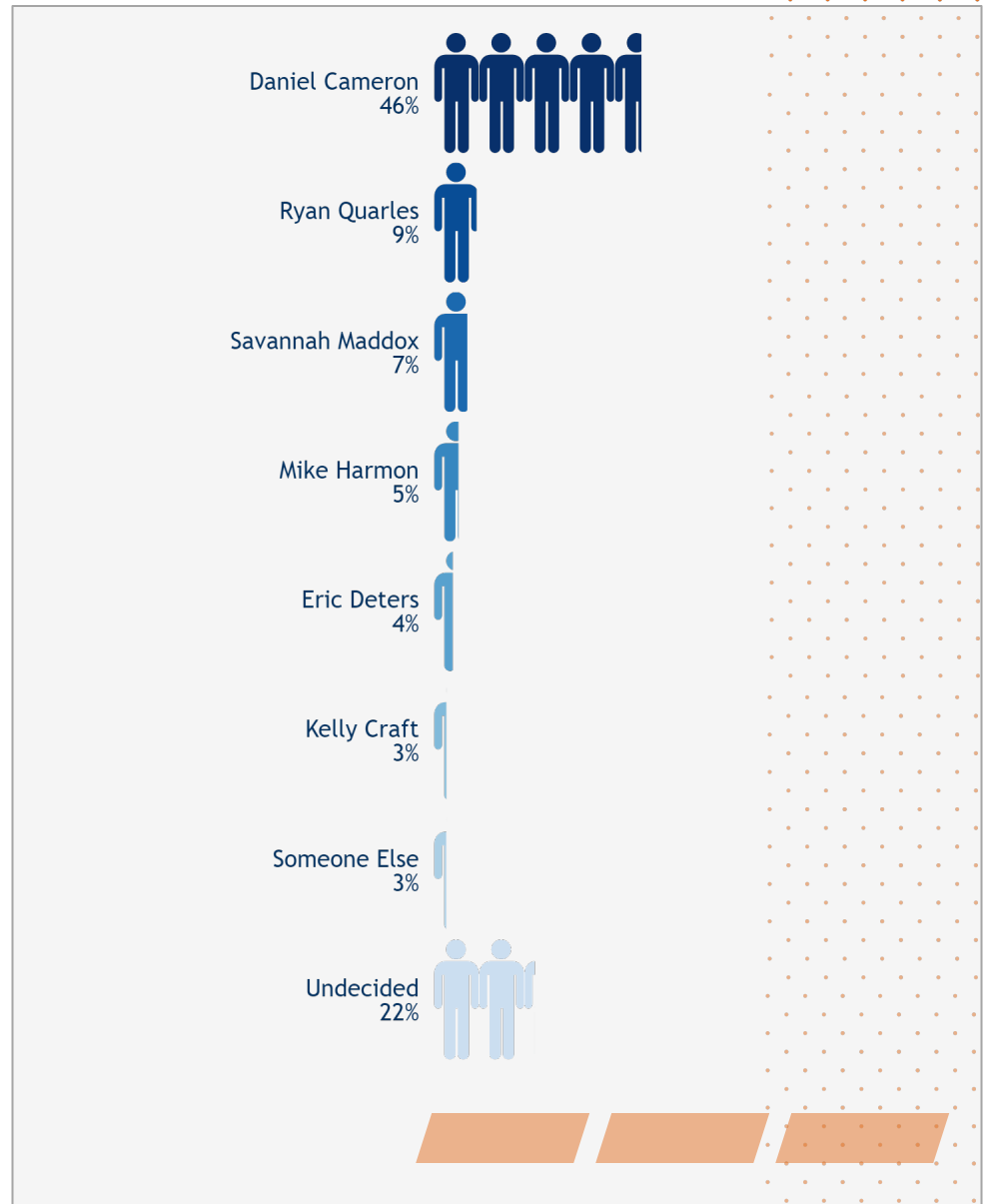
## By Congressional District

Column %	01	02	03	04	05	06
Daniel Cameron	21%	12%	16%	24%	27%	20%
Ryan Quarles	10%	5%	0%	5%	1%	11%
Mike Harmon	6%	2%	6%	2%	12%	4%
Eric Deters	0%	18%	1%	6%	0%	1%
Savannah Maddox	1%	1%	0%	10%	8%	1%
Kelly Craft	1%	0%	3%	1%	2%	1%
Undecided	61%	63%	74%	52%	51%	64%

## By Race

Column %	White	Non-White
Daniel Cameron	21%	13%
Ryan Quarles	6%	5%
Mike Harmon	6%	2%
Eric Deters	4%	0%
Savannah Maddox	4%	0%
Kelly Craft	1%	1%
Undecided	58%	79%

## Combined Ballot w/ Leaners





## Critical Crosstabs:

## By Age

Column %	18-34	35-44	45-54	55-64	65+
Daniel Cameron	30%	56%	43%	52%	45%
Ryan Quarles	7%	3%	9%	12%	12%
Savannah Maddox	22%	4%	7%	5%	5%
Mike Harmon	4%	5%	6%	4%	7%
Eric Deters	9%	5%	4%	2%	3%
Kelly Craft	4%	3%	2%	2%	3%
Someone Else	3%	5%	2%	4%	1%
Undecided	21%	20%	28%	18%	24%

## By Education Level

Column %	HS	College	Grad+
Daniel Cameron	46%	50%	42%
Ryan Quarles	10%	9%	9%
Savannah Maddox	6%	10%	9%
Mike Harmon	7%	3%	3%
Eric Deters	4%	3%	4%
Kelly Craft	2%	4%	5%
Someone Else	1%	4%	7%
Undecided	25%	16%	22%

## By Gender

Column %	Female	Male
Daniel Cameron	46%	46%
Ryan Quarles	9%	10%
Savannah Maddox	9%	6%
Mike Harmon	7%	4%
Eric Deters	4%	4%
Kelly Craft	2%	4%
Someone Else	3%	2%
Undecided	22%	23%

## By DMA

Column %	LEXING.	LOUISV.	CINCIN.	OTHER
Daniel Cameron	43%	51%	36%	48%
Ryan Quarles	13%	8%	5%	8%
Savannah Maddox	11%	5%	11%	3%
Mike Harmon	7%	5%	4%	4%
Eric Deters	1%	3%	13%	6%
Kelly Craft	2%	2%	5%	3%
Someone Else	2%	3%	1%	3%
Undecided	20%	22%	25%	24%

## Critical Crosstabs:

## By Trump Affinity

Column %	Support	Policies	Dislike	Unsure
Daniel Cameron	52%	44%	14%	30%
Ryan Quarles	9%	10%	12%	12%
Savannah Maddox	7%	11%	3%	11%
Mike Harmon	4%	7%	10%	10%
Eric Deters	4%	3%	3%	0%
Kelly Craft	2%	3%	6%	2%
Someone Else	1%	2%	21%	0%
Undecided	21%	20%	32%	35%

## By Last 4 Primaries

Column %	4	3	2	1	0
Daniel Cameron	48%	53%	46%	45%	28%
Ryan Quarles	15%	14%	11%	5%	6%
Savannah Maddox	6%	7%	7%	8%	8%
Mike Harmon	4%	4%	6%	7%	3%
Eric Deters	5%	2%	3%	3%	16%
Kelly Craft	4%	1%	4%	3%	0%
Someone Else	2%	3%	3%	3%	0%
Undecided	15%	16%	20%	27%	39%

## By Congressional District

Column %	01	02	03	04	05	06
Daniel Cameron	48%	44%	49%	45%	48%	42%
Ryan Quarles	10%	11%	6%	8%	6%	16%
Savannah Maddox	2%	5%	5%	10%	10%	10%
Mike Harmon	6%	5%	6%	4%	8%	3%
Eric Deters	3%	7%	3%	8%	2%	2%
Kelly Craft	2%	2%	3%	4%	3%	3%
Someone Else	7%	3%	2%	1%	2%	2%
Undecided	22%	22%	27%	20%	21%	24%

## By Race

Column %	White	Non-White
Daniel Cameron	47%	33%
Ryan Quarles	10%	4%
Savannah Maddox	7%	14%
Mike Harmon	5%	7%
Eric Deters	4%	3%
Kelly Craft	3%	1%
Someone Else	3%	1%
Undecided	21%	36%

# Methodology and Demographics

**Fielded On:** June 13-14, 2022

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**Method:** Mobile Text Response  
and Automated Landline Interviews

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**Population & Sample Description:**  
974 Likely Republican Primary Voters

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**MoE:** +/- 3.54%

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**Weighting:** Age, Gender, Education

-

For information, contact:

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President

co/efficient

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## Age

	%
18-34	13%
35-44	13%
45-54	18%
55-64	24%
65+	33%

## Gender

	%
Female	52%
Male	48%

## Education Level

	%
HS	56%
College	27%
Grad+	16%

## Race

	%
White	94%
Non-White	6%

## Ideology

	%
Conserv.	77%
Moderate	21%
Liberal	1%

## Last 4 Primaries

	%
4	16%
3	18%
2	24%
1	34%
0	7%

## Congressional District

	%
01	16%
02	16%
03	11%
04	17%
05	22%
06	18%

## DMA

	%
LEXING.	35%
LOUISV.	27%
CINCIN.	10%
OTHER	28%

## Method

	%
Cell	63%
Landline	37%