

To: Interested Parties
From: GBAO
Date: September 29, 2020
RE: Recent Polling in Kansas

Bollier More Popular & Has 2-Point Lead Over Marshall

On behalf of Bollier For Kansas, GBAO conducted a statewide survey of 600 likely 2020 voters in Kansas via live calls to landlines and cellphones. The survey was conducted September 24-27, 2020, and has a margin of error of +/- 4.0%. This memo highlights key findings from this survey.

- **The political climate in Kansas is Republican and conservative.** Consistent with past elections, our poll shows Republicans and conservatives with an advantage in the composition of the electorate. Half (50%) of our respondents identify as Republicans. And self-identified conservatives outnumber liberals by more than 2-to-1 (38% vs. 16%).
- **Despite this, Bollier is more popular than Marshall.** Bollier is the more popular candidate. She has higher favorable ratings than Marshall (37% vs. 31%) and the same unfavorables (41% each). This gap in favorables comes almost exclusively from intensity; more are very favorable toward Bollier (31%) than toward Marshall (24%).
- **Bollier leads Marshall +2, with more cross-party and moderate support.** Bollier leads Marshall by two points in a three-way vote with Libertarian Jason Buckley (Bollier: 45%, Marshall: 43%, Buckley: 7%, other/undecided: 5%). She has better consolidated Democrats (Bollier: 88%, Marshall: 3%) than Marshall has consolidated Republicans (Bollier: 14%, Marshall: 77%). Bollier also has a +48 lead with moderates (Bollier: 67%, Marshall: 19%). These results suggest she has further room to grow outside her partisan base.
- **Knowing Bollier translates into a larger margin.** Both Bollier and Marshall are about as well-known (Bollier: 89% ID, Marshall: 87%), yet only Bollier's notoriety yields more support. Her lead over Marshall is even wider (+7) with those who can ID her. But the same is not true for Marshall—those who can ID him also give Bollier an advantage (+3). And Marshall actually does just slightly better with those who *don't* know him well enough to ID him (+1 Marshall).

