

To: Keep Kansas Great PAC From: Ryan Munce – co/efficient

Date: October 20th, 2020 RE: Survey of KS Senate Race

Key Takeaways: With two weeks to go, Roger Marshall leads Barbara Bollier by 12-points, 51%-39%. However, Marshall is underperforming other key metrics like the Presidential ballot. **While he has** picked up significant steam since last polled on September 17 (+8), he has room to grow particularly with Republican voters.

Ballot: Our most recent analysis of likely general election voters in Kansas's Senate Race shows Roger Marshall with a meaningful lead over Barbara Bollier, 51%-39%. Donald Trump is leading the Presidential ballot by 19 points, 57%-38%. When comparing the two ballots, Marshall is underperforming Trump by 5 points. The majority of his underperformance comes from Republicans. For example, President Trump is earning 88% of the Republican vote share while Marshall is only getting 81% of the Republican vote share.

If the General Election for President of the United States were being held today, who would you vote for?

If the General Election for the United States Senate were held today, who would you vote for?

Candidate	%
Donald Trump	56%
Joe Biden	39%
Jo Jorgenson	2%
Undecided	3%

Candidate	%
Roger Marshall	51%
Barbara Bollier	39%
Jason Buckley	2%
Undecided	8%

Image Ratings: President Trump has a positive image rating among general election voters at 56% to 42% who find him unfavorable. With Republican voters, Trump's image is extremely positive, 88%-10%. With general election voters statewide, Roger Marshall's image is positive at 43%-38%. However, with Republican voters, Marshall's image is 68%-13%. Although this is meaningful increase (+11) there's still significant room to improve Marshall's image, especially with general election Republican voters. On the Democratic side, Joe Biden's image is extremely toxic, 38%-57%. Similarly, Barbara Bollier's image is largely negative, 38%-50% with 12% undecided.

Marshall	%
Favorable	43%
Unfavorable	38%
Unsure	19%

Bollier	%
Favorable	38%
Unfavorable	50%
Unsure	12%



Conclusion: Marshall has helped solidify his position as a clear front runner in the past month. Although Marshall starts the race with a 12-point lead on the ballot, the underlying conditions of the state clearly indicate that he has room to improve. Marshall is underperforming Trump's image and ballot score. The majority of his underperformance comes from Republican general election voters who are unaware of his candidacy. Bollier however, appears to be hitting her ceiling with little room to grow. Her ballot score and image are even to the Presidential ballot and did not move since polled last on September 17th which indicates that she's maxing out her support.

Methodology: This poll of 2,453 likely General election voters Statewide in Kansas was fielded between October 18th-20th 2020. All data was collected through a probability driven, multi-mode methodology. Interviews were conducted via text message to mobile devices and landline phones. 22% landline - 78% cellphone. This poll carried a margin of error of +/- 3.7% at a 95% confidence interval and was weighted by Age, Gender, Education Level, Party, Congressional District, and DMA.