Marshall Advances to Advantage

Undecided Voters Move to Marshall

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TOPEKA—Roger Marshall leads Barbara Bollier by 3.58 percentage points in the latest poll conducted by VCreek/AMG.

In the poll conducted October 25-27 Marshall leads with 47.03% to Bollier's 43.46%. The Libertarian candidate has 1.82% and 7.69% are undecided.

"This is a significant swing toward Marshall," said VCreek/AMG's JD Johannes. "Marshall has increased his share of voters among the Strongest Red voters and Regular Red voters." VCreek's September poll had Bollier at 45.39%, 41.87% for Marshall with 11.16% undecided.

"Negativity Bias is real. Contrast advertising moves undecided voters and those weakly aligned with a candidate," Johannes said. "Changes from late September to late October are primarily among the previously undecided voters."
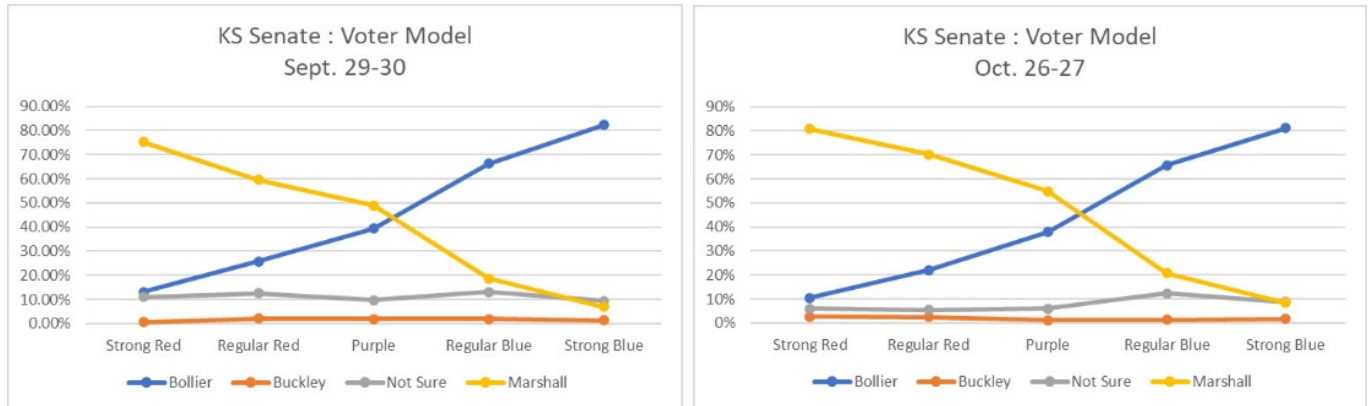
Since VCreek's September poll, Marshall has gained 6 points among voters who model as Strong Red, 10 points with Regular Red, 6 points with Moderate/Independent "Purple" voters and even 2 points with voters who model as Regular Blue.

Bollier has stayed flat among voters who model as Regular and Strong Blue.

In the September poll memo VCreek reported "Bollier has consolidated her base and incremental gains may be more difficult."

The largest remaining groups of undecided voters are Regular and Strong Blue. "If the Regular Blue undecideds break for Bollier in the same proportion as the overall group, she quickly gains

1.5 points. Strong Blue should also break for Bollier. Those breaks would make the voting outcome exceed some standard 'back of the envelope' polling projections." Johannes said.

With the unprecedented number of advance votes, the swing to Marshall in poll results may be stronger than actual votes cast. "A meaningful number of Regular Red and Purple voters may have cast ballots before the advertising and campaigning in favor of Marshall and opposing Bollier really took effect," Johannes said.

"To secure a win Marshall must continue to push voting among the most conservative Republicans. Bollier must maximize Democrat turnout, secure the Blue undecideds and grab a share of Purple," Johannes said. "In these closing days, organizational strength and precision matter."

Johannes also noted another growing anomaly in polling. "In multiple states, across multiple ways of reaching voters, VCreek has found it difficult to reach the most conservative voters. Without a strong weighting and stratification methodology to account for the variance in responses, it could skew poll results by 1-3 points," Johannes said. "The skew could be magnified in states like Kansas where the highest propensity voters are Strong Red."

METHODOLOGY: N = 1,149 via IVR October 26-27. Responses joined back to database of voters and stratified and weighted by voter model score based on correlations of consumer behavior. CI 3.8

ABOUT: VCreek/AMG has conducted Polling, Data Analysis and Research for political clients ranging from Federal and Statewide campaigns to municipal and legislative campaigns; to corporations, public policy groups and political action committees since 2012. Johannes has twenty-two years experience in campaign management, campaign consulting and advertising in campaigns across the U.S.

DISCLOSURES: VCreek was not paid by any campaign or organization to conduct this poll. VCreek/AMG and JD Johannes have no political clients in KS at this time. VCreek/AMG has ongoing operations in support of GOP candidates in PA, OH, MI, WI, CO, MT, IA and OK. This public poll is possible because a confluence of events in which VCreek/AMG has the tools to conduct a poll in a competitive high-profile election and is not involved in any of the competing campaigns or outside organizations.