

MEMORANDUM

TO: INTERESTED PARTIES
FROM: ROB AUTRY
DATE: JANUARY 19, 2023
RE: A FIRST LOOK AT THE REPUBLICAN PRIMARY RACE FOR KENTUCKY GOVERNOR

WHAT WE DID

Meeting Street Insights conducted a survey among 500 Republican Primary voters in Kentucky. The survey was completed January 9-11, 2023, using a mix of live cell phone, landline interviewing, and text-to-web interviewing. The margin of error for a sample size of N=500 is plus or minus 4.38 percentage points.

WHAT WE LEARNED

#1 | Attorney General Daniel Cameron begins the race with an impressive image rating that far outpaces the other candidates tested. Eight out of ten (81%) Republican primary voters say they have heard of Cameron and 62% view him favorably (only 8% unfavorably). By comparison, the favorable image ratings for the other candidates tested are less than half of Cameron's.

Daniel Cameron	62% favorable
Ryan Quarles	28%
Kelly Craft	22%
Mike Harmon	17%
Eric Deters	10%
Alan Keck	7%

- Daniel Cameron's favorables are even higher among the voter groups that matter more in a Republican primary. Fully, 66% of Base Republicans (self-identified strong Republicans) view him favorably, as do 68% of pro-lifers, 67% of born again and evangelical Christians, and 65% of NRA supporters.

#2 | Former President Donald Trump remains popular among Kentucky's Republican primary voters. Fully, 79% of primary voters view Trump favorably, while 19% view him unfavorably. Among Base Republicans, Trump's favorables grow to 88%.



#3 | Daniel Cameron has a commanding 31-point lead on the Republican primary ballot. Cameron sits atop the ballot at 39%, with the next closest candidate only garnering 8% (Quarles: 8% / Craft: 8%). Deters and Harmon both receive 2%, Keck 1%, and the remaining six candidates get a combined 2% of the vote*. Overall, 38% are undecided.

- Similar to his image ratings, Cameron holds strong leads among several key Republican primary constituencies. His lead expands among Base Republicans (42% Cameron, 7% Craft, 7% Quarles, 2% Deters, 1% Harmon, 1% Keck), pro-Life voters (44% Cameron, 8% Quarles, 7% Craft, 2% Deters, 2% Harmon, 1% Keck), NRA supporters (42% Cameron, 7% Craft, 7% Quarles, 2% Deters, 1% Harmon, 1% Keck), and evangelicals (42% Cameron, 9% Quarles, 7% Craft, 2% Harmon, 2% Keck, 1% Deters).
- Cameron also hits 40% on the ballot test among consistent Republican primary voters – those who have voted in all three of the last primary elections: 40% Cameron, 17% Quarles, 9% Craft, 1% Deters, 1% Harmon, and 1% Keck.
- Among Trump supporters, Cameron’s lead widens to 37 points: 44% Cameron, 7% Craft, 5% Quarles, 3% Deters, 2% Harmon, and 1% Keck.
- Despite Kelly Craft’s early ad blitz, among the 25% of the electorate that has formed an opinion of both Craft and Cameron, the Attorney General continues to run far ahead of his competitors: 46% Cameron, 15% Craft, 12% Quarles, 2% Deters, 2% Harmon, and 2% Keck.

THE BOTTOM LINE

The data is crystal clear: Daniel Cameron is the best known and best positioned candidate in the Republican primary race for Governor. Cameron is well-known and well-liked among primary voters, and voters give him a 31-point lead over his closest opponent.

* Candidates tested on the Republican Primary ballot include Daniel Cameron, Kelly Craft, Ryan Quarles, Mike Harmon, Alan Keck, Eric Deters, Jacob Clark, David O. Cooper, Bob DeVore, Dennis Ray Ormerod, Johnny Ray Rice, and Robbie C. Smith.