



TO: Interested Parties
FROM: Brock McCleary, Harper Polling
Date: February 2, 2015
RE: Key Poll Findings – Kentucky Governor Democratic Primary Poll

Attorney General Jack Conway holds a commanding 46 point lead (59-13%) over retired engineer Geoff Young in the Democratic primary race for Governor.

Election Environment

Likely Democratic voters feel things in Kentucky are headed in the right direction (50% right direction, 38% wrong track). Economy and jobs (44%) is the most important issue for selecting a candidate, followed by education and schools (21%), Obamacare and KYNECT (15%), tax reform, spending and debt issues (12%) and roads and bridges (7%). Voters in the Cincinnati media market prioritize education and schools (32%) and roads and bridges (32%) over economy and jobs (29%). Those from the Lexington media market overwhelmingly identified economy and jobs as the top issue (50%) while the Louisville market was more split between economy and jobs (33%) and Obamacare and KYNECT (27%).

Candidate Images

Attorney General Jack Conway is viewed favorably by 66% of likely Democratic primary voters (21% unfavorable, 14% not sure). A plurality of voters (38%) have a *very* favorable opinion of him. His image is solid among both white voters (65% favorable, 20% unfavorable) and African American voters (67% favorable, 21% unfavorable). Retired engineer Geoff Young is a relative unknown to a majority of voters, with 52% not sure of their opinion of him. His favorability is a net negative at 22% favorable to 26% unfavorable. A majority of voters in all major media markets are not sure about him (Cincinnati: 57% not sure, Lexington: 50% not sure, Louisville: 52% not sure).

Democratic Primary Ballot

Jack Conway leads Young 59-13% with 28% of likely Democratic voters undecided. His lead holds across all age groups (18-39: 67-27%, 40-54: 58-15%, 55-65: 45-12%, 66+: 74-8%) and media markets (Cincinnati: 46-7%, Lexington: 63-14%, Louisville: 66-13%). However, 46% of voters in the Cincinnati market are undecided. He also leads among both women (61-10%) and men (57-15%).

When asked whether they were satisfied with the choices for the Democratic primary, or wish more candidates had run, 34% said they were satisfied, while 55% said they wished more candidates had run. Men were far less satisfied with the choices than women, at 64% wish more candidates had run to 28% satisfied with the choices (women: 40% satisfied, 46% wish more candidates).

Summary

Jack Conway holds a significant early advantage over Geoff Young in the Democratic primary race for Governor, due largely to Conway's strong image and Young's relative anonymity.

METHODOLOGY:

The sample size for the survey is 255 likely voters and the margin of error is +/-6.14%. The Interactive Voice Response (IVR) automated telephone survey was conducted January 28-31, 2015 by Harper Polling. The total percentages for responses may not equal 100% due to rounding.