



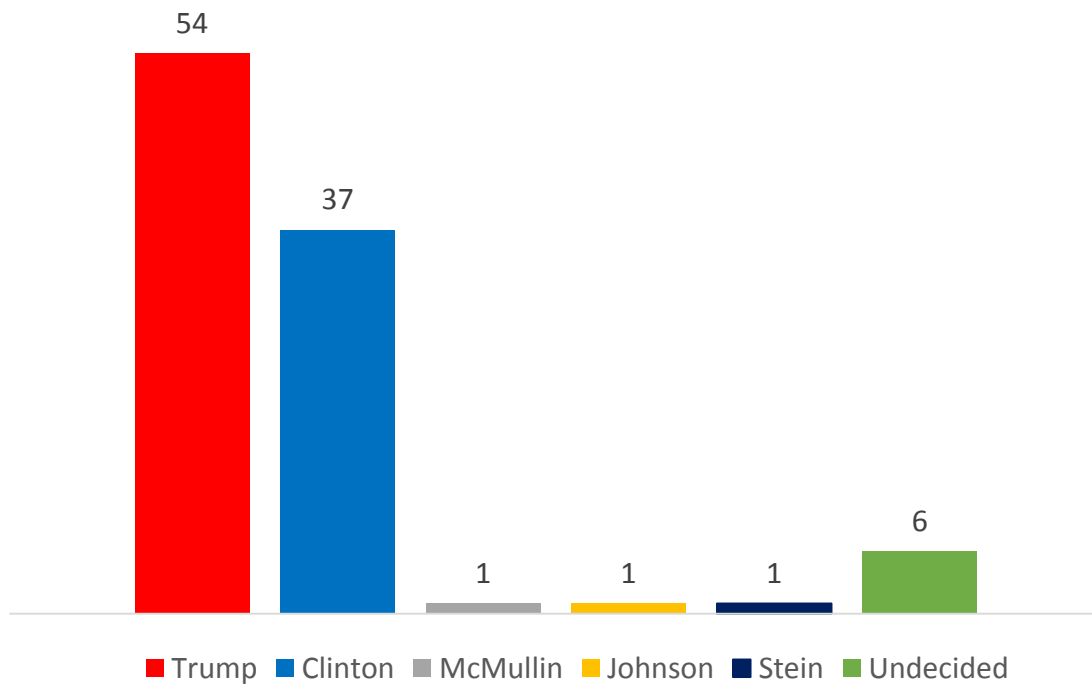
THE BIG RED POLL

The 2016 Kentucky General Election

October 25-30, 2016

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Presidential Race



Executive Summary

KENTUCKY GENERAL ELECTION SURVEY

The WKU Social Science Research Center (SSRC) conducted the Big Red Poll, a live-caller, dual frame (landline and cell phone) survey of 602 likely voters in Kentucky between October 25-30, 2016. The sample consisted of registered voters in Kentucky, and likely participants were defined as those indicated a likelihood of participating in the caucus of at least a 7 on a 10 point scale. 70% of respondents were reached via land line, and 30% were reached via cell phone. The survey has a margin of error of +/- 4%.

PRESIDENTIAL RACE

According to the latest Big Red Poll, Republican Donald Trump leads Democrat Hillary Clinton 54% - 37% in the Presidential race in the Commonwealth. Independent Evan McMullin, Libertarian Gary Johnson, and Green Party candidate Jill Stein are polling at roughly 1% each, with 6% indicating they are still undecided.

Both candidates are doing well among their respective partisan and ideological groups. Among Republicans, Trump leads Clinton 84%-8%, and among conservatives Trump leads 79%-12%. Conversely, among Democrats Clinton leads Trump 68%-22%, and among liberals Clinton leads 83%-10%. Trump leads among independents by a margin of 62%-29% and among moderate voters 50%-41%. Trump leads among white voters 60%-33%. One of the more surprising findings of this survey involves gender, as Trump leads among both male (61%-31%) and female voters (48%-44%).

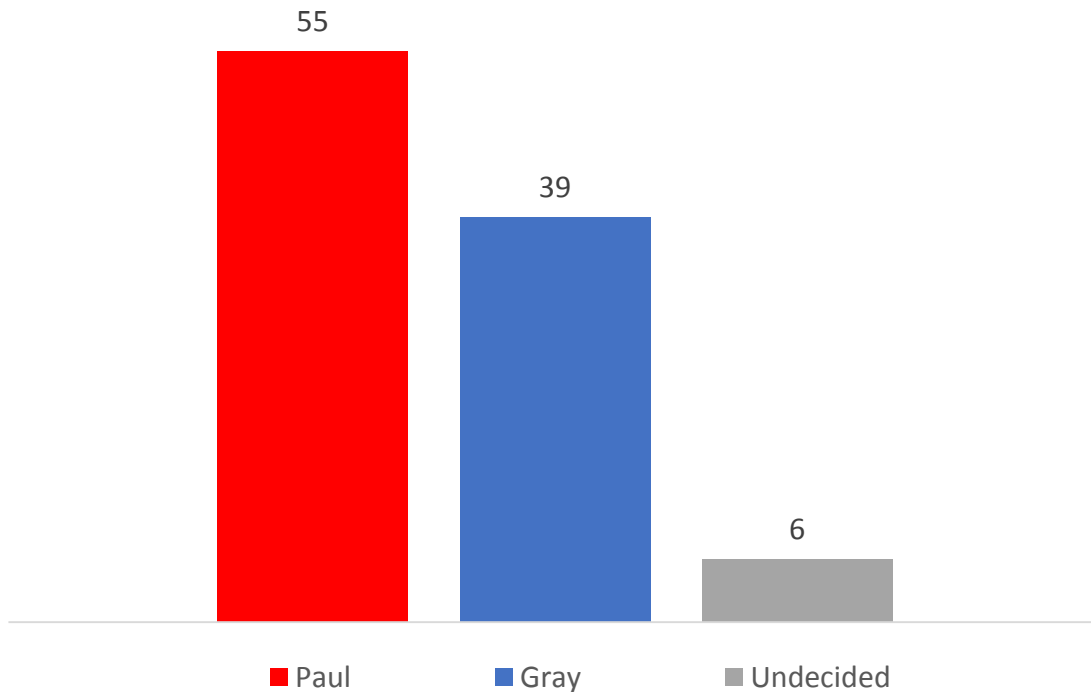
FBI INVESTIGATION

During the middle of the Big Red Poll FBI director James Comey announced that he was reopening the investigation into Hillary Clinton. This put us in the unique position to determine what, if any, impact this scandal has had in the short term. We found that in the aftermath of Comey's announcement Secretary Clinton's numbers dropped four points, as she polled at 39% in the days before the announcement but only 35% in the days after the announcement. The sample sizes pre- and post-announcement were very similar (312 pre-announcement and 290 post-announcement).

QUALIFIED TO BE PRESIDENT

Respondents were also asked whether they thought Trump or Clinton was more qualified to be President, whether both were qualified, or if neither was qualified. 36% of respondents believed that Trump was more qualified, while 35% of respondents thought that Clinton was more qualified. A quarter of the sample felt that neither candidate was qualified to be President. Along party lines, Republicans appeared to be most disenchanted with the candidates, as 28% of this group felt neither candidate was qualified to be President, as opposed to 16% of Democrats and 20% of Independents.

U.S. Senate Race: Kentucky



U.S. SENATE RACE

According to the latest Big Red Poll, Republican Senator Rand Paul leads Democratic challenger Jim Gray 55% - 39% among likely Kentucky voters. 6% indicated that they are still undecided. Among Republicans, Paul leads Gray 80%-13%, and among conservatives he leads 77%-17%. Conversely, among Democrats Gray leads Paul 67%-30%, and among liberals Gray leads 68%-27%. Paul leads among independents by a margin of 57%-34%. Among moderate voters the

pair and statistically tied at 49%. Paul leads among white voters 61%-32%. Paul also leads among both male (64%-32%) and female voters (46%-44%). Among Trump supporters, Paul leads Gray 79%-13%. Among Clinton supporters, Gray leads Paul 78%-18%.

TEA PARTY

The TEA party has recently played a significant role in Kentucky politics. 13% of those surveyed self-identified as members of the TEA Party. Additionally, 33% of those who did not self-identify indicated that they were sympathetic to the views expressed by the TEA Party. In the Presidential race, Trump has done well among both groups, as he leads Clinton 76%-18% among self-described TEA Party members and 74%-20% among those who consider themselves to be sympathetic to the cause of the TEA Party. With regard to the Senate race, Paul leads 81%-10% among TEA Party members and 83%-11% among TEA Party sympathizers.

FAVORABILITY RATINGS

Respondents were asked whether they had a favorable or unfavorable view of several state and national political figures.

Donald Trump	48% Favorable	49% Unfavorable	3% Not Sure
Hillary Clinton	34% Favorable	64% Unfavorable	2% Not Sure
Barack Obama	31% Favorable	68% Unfavorable	1% Not Sure
Rand Paul	49% Favorable	42% Unfavorable	9% Not Sure
Jim Gray	33% Favorable	21% Unfavorable	46% Not Sure
Mitch McConnell	30% Favorable	60% Unfavorable	10% Not Sure
Matt Bevin	43% Favorable	42% Unfavorable	15% Not Sure

JOB APPROVAL

Respondents were also asked to evaluate the job performance of the President, Congress, and Governor.

Barack Obama	36% Approve	61% Disapprove	3% Not Sure
Congress	14% Approve	78% Disapprove	8% Not Sure
Matt Bevin	46% Approve	41% Disapprove	13% Not Sure

ABOUT THE WKU SSRC

The WKU Social Science Research, established in October 2012 as part of a coordinated effort involving the Departments of Political Science, Sociology, and Public Health, is a computer assisted survey lab with the capacity to conduct surveys via telephone, mail, online, and through the use of in-person interviews. For the latest news on what is happening at the WKU SSRC like us on Facebook ([facebook.com/WKUSSRC](https://www.facebook.com/WKUSSRC)) or follow us on Twitter (@WKUSSRC)

PRESIDENTIAL RACE

If the Presidential election were held today, would you vote for Republican Donald Trump, Democrat Hillary Clinton, Independent Evan McMullin, Libertarian Gary Johnson, Green Party Candidate Jill Stein, or are you undecided? [Names Rotated]

	Gender			Party Id			Ideology			Income		
	All	Men	Women	Rep	Dem	Ind	Con	Mod	Lib	<50	50<100	100+
Trump	54	61	48	84	21	62	79	50	10	65	51	44
Clinton	37	31	44	8	68	29	12	41	83	26	43	43
Johnson	1	2	1	1	0	2	2	1	1	1	1	1
McMullin	1	1	1	2	1	2	3	1	1	2	2	5
Stein	1	2	1	1	2	2	1	1	2	1	1	5
Undecided	6	3	5	4	8	3	3	6	3	5	2	2

	Age				Race	
	18-34	35-49	50-64	65+	White	Nonwhite
Trump	59	60	52	47	60	29
Clinton	28	36	40	38	33	65
Johnson	1	1	1	2	1	2
McMullin	5	1	1	2	1	1
Stein	2	1	1	2	1	1
Undecided	4	1	5	9	4	2

SENATE RACE

If the Kentucky Senate election were held today, would you vote for Republican Rand Paul, Democrat Jim Gray, or are you undecided? [Names Rotated]

	Gender			Party Id			Ideology			Income		
	All	Men	Women	Rep	Dem	Ind	Con	Mod	Lib	<50	50<100	100+
Paul	55	64	48	80	30	57	77	49	27	65	55	50
Gray	39	32	44	13	67	34	17	49	68	30	41	43
Undecided	6	4	8	7	3	9	6	2	5	5	4	7

	Age				Race	
	18-34	35-49	50-64	65+	White	Nonwhite
Paul	57	63	59	63	61	35
Gray	32	31	45	35	32	65
Undecided	10	6	6	2	7	10

FAVORABILITY

Please indicate whether you have a favorable, unfavorable, neutral, or no opinion on each of the following politicians [Names Rotated]

	Favorable	Unfavorable	Not Enough Info
Donald Trump	48%	49%	3%
Hillary Clinton	34%	64%	2%
Barack Obama	31%	68%	1%
Rand Paul	49%	42%	9%
Jim Gray	33%	21%	46%
Mitch McConnell	30%	60%	10%
Matt Bevin	43%	42%	15%

QUALIFIED TO BE PRESIDENT

Who do you believe is more qualified to be President: Donald Trump, Hillary Clinton, both are equally qualified, neither is qualified?

Donald Trump	36%
Hillary Clinton	35%
Both	2%
Neither	25%
Not Sure	2%

PARTY ID

Do you consider yourself a Republican, Democrat, Independent, or are you not sure?

Republican	42%
Democrat	42%
Independent	13%
Not Sure	3%

IDEOLOGY

Do you consider yourself to be liberal, moderate, or conservative, or are you not sure?

Liberal	26%
Moderate	27%
Conservative	42%
Not Sure	5%

TEA PARTY 1

Do you consider yourself to be a member of the TEA Party?

Yes	13%
No	87%

TEA PARTY 2

(If not a member) Do you consider yourself to be sympathetic to the goals of the TEA Party?

Yes	33%
No	45%
Not Sure	22%

GENDER

What is your gender?

Male	47%
Female	53%

RACE

Would you describe your race as White, African-American, Hispanic, Native American, Asian American, Biracial, or something else?

White	85%
African-American	8%
Hispanic	5%
Other	2%

AGE

What is your age?

18-34	21%
35-49	26%
50-64	28%
65+	25%

INCOME

Is your annual household income less than 25,000; 25,000 to less than 50,000; 50,000 to less than 75,000; 75,000 to less than 100,000; 100,000 or more?

Less than 25,000	11%
25,000 to <50,000	21%
50,000 to <75,000	19%
75,000 to <100,000	12%
100,000 or more	16%
Refused	22%