

MEMO

TO: JAKE LATURNER FOR CONGRESS
FROM: BATTLEGROUND CONNECT
RE: KS-2 General Election Survey
Date: July 20, 2020



Methodology: This survey of 1250 likely November 2020 general election voters in Kansas was conducted from July 16th to 17th, 2020. All interviews were administered via landline telephone. Interview selection was random and interviews were stratified by county, partisan identification, age and gender to correlate with current voter registration statistics and actual voter turnout from previous even-year November general elections.

In order to qualify for this survey, voters had to have voted in at least one of the last two even-year November general elections and indicate that they are likely to vote in the November 2020 general election. In addition, this respondent pool was supplemented with newer registrants who either weren't eligible to vote or didn't vote in the 2018 midterm or 2016 presidential, but indicated a likelihood to vote in November (8% of likely voter universe).

Findings

1) LaTurner Leads the Democrat – Watkins Trails Significantly

Our latest internal poll demonstrates very clearly that Jake LaTurner is not only the Republican candidate best positioned to win the November General Election – he's the only Republican candidate capable of keeping Kansas' 2nd Congressional District in Republican hands.

In what is likely to be a challenging environment this fall, due to heated GOP Primary contests up and down the ballot and an uncertain national environment, it's imperative Kansas Republicans put their best foot forward in nominating contests. Jake LaTurner is narrowly beating likely Democrat nominee Michelle De La Isla – Steve Watkins is losing far outside the margin of error.

LaTurner vs De La Isla – Narrow Lead

In the race for US Congress, for whom would you vote if the candidates are the Democrat Michelle De La Isla and the Republican Jake LaTurner?

1	Michelle De La Isla	41.4%
2	Jake LaTurner	42.4%
3	Undecided	16.2%

Watkins vs De La Isla – De La Isla Significant Advantage

In the race for US Congress, for whom would you vote if the candidates are the Democrat Michelle De La Isla and the Republican Steve Watkins?

1	Michelle De La Isla	49.6%
2	Steve Watkins	37.4%
3	Undecided	13.0%

The narrowness of LaTurner's lead underscores exactly what is at stake in this Primary. Jake is a well-liked incumbent state treasurer who is barely beating the undefined Democrat nominee for Congress. Watkins, however, is losing by margins not seen before in KS-2, despite being the incumbent with all the advantages it entails.

Jake LaTurner is clearly the best – and, perhaps, only – chance Republicans have to keep KS-2 this cycle.

2) Steve Watkins Image is Irreparably Damaged

Regardless of which geographic group, partisan affiliation or gender tested – Steve Watkins' image has become damaged beyond repair. The series of scandals have impacted Watkins hard, bringing his favorable/unfavorable rating in the General Election upside down by a staggering 2-1 margin.

Do you currently have a favorable or unfavorable opinion of Steve Watkins?

1	Favorable	24.7%
2	Unfavorable	50.0 %
3	No Opinion	25.3%

This drop in image absolutely can't be chalked up to a heated Primary contest as Jake LaTurner – who has been on the opposite side of as much negative advertising as Steve Watkins – remains relatively stable.

Do you currently have a favorable or unfavorable opinion of Jake LaTurner?

1	Favorable	27.1%
2	Unfavorable	27.8%
3	No Opinion	45.1%

A closer examination actually makes the problems presented by Watkins' plummeting image even more concerning.

While he's become toxic with Democrats and Independents – he's only narrowly above water with members of his own political party. Additionally, Watkins is a net -26 points under water with female voters across the 2nd District.

WATKINS IMAGE CROSSTABS

	Republican	Democrat	Independent
Favorable	38.2%	5.4%	16.6%
Unfavorable	33.8%	74.5%	61.5%
No Opinion	28.1%	20.0%	21.9%

	Female	Male
Favorable	22.4%	28.6%
Unfavorable	48.8%	52.0%
No Opinion	28.8%	19.4%

Meanwhile, Jake LaTurner remains in decent shape with both male and female voters, has a +27 point spread with Republicans and significantly outpaces Watkins with both Democrats and Independents.

	Republican	Democrat	Independent
Favorable	37.4%	10.2%	24.2%
Unfavorable	19.3%	44.2%	29.1%
No Opinion	43.3%	45.6%	46.7%

	Female	Male
Favorable	24.6%	31.2%
Unfavorable	26.5%	29.9%
No Opinion	48.9%	38.9%