

## MEMORANDUM

**TO:** KAY IVEY FOR GOVERNOR INC

**FROM:** DAVE SACKETT

**RE:** KEY FINDINGS FROM A STATEWIDE SURVEY OF REPUBLICAN PRIMARY VOTERS IN ALABAMA

**DATE:** MAY 23, 2018

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The Tarrance Group is pleased to present the Kay Ivey for Governor Committee with the key findings from a survey of Republican primary voter attitudes in Alabama. These key findings are based on telephone interviews with N=602 “likely” Republican primary voters throughout the state. Responses to this survey were gathered May 20-22, 2018, and the margin of error associated with a sample of this type is  $\pm 4.1\%$  in 95 out of 100 cases.

### **KEY FINDINGS**

- Governor Kay Ivey holds a commanding +40 lead over her next closest opponent on the primary ballot test for Governor and is in a very strong position to win the upcoming Republican primary election with a margin of victory that will avoid a runoff.
- Fifty-eight percent (58%) indicate they would vote for Governor Ivey, and only eighteen percent (18%) indicate they would vote for Tommy Battle. Dawson receives 7% of the vote, while Hightower stands with 5% of the vote, and only 12% of primary voters are still undecided.
- Governor Ivey dominates the ballot across the entire primary electorate. She captures sixty-two percent (62%) of the vote among strong Trump supporters and 63% of the vote among extremely conservative voters. She also captures over 60% of the vote among both strong pro-life and strong Second Amendment voters throughout the state.
- Even among those voters who have seen or heard the advertising from both the Ivey and Battle campaigns, fifty-nine percent (59%) indicate they would vote for Governor Ivey and only 28% would vote for Battle.
- Battle is still struggling to develop even basic name ID and image ratings among Republican primary voters across the state. Almost half the primary electorate – forty-five percent (45%) – have never even heard of him or don’t have any impression of him.

- Governor Ivey, on the other hand, has continued to strengthen her image and incumbency metrics over the course of the primary campaign. Fully seventy-five percent (75%) of Republican primary voters have a favorable impression of Governor Ivey.
- Just as important, there is real “intensity” to her image, and a majority of Republican primary voters across the state indicate that they have a strongly favorable impression of her. Among strong Trump supporters, sixty-one percent (61%) also have a strongly favorable impression of Governor Ivey.
- Governor Ivey is also viewed by Republican primary voters as a strong conservative leader. Fully sixty percent (60%) of primary voters across the state indicate they believe that Governor Ivey is a conservative, and this view rises to 66% among those who self-identify as very conservative themselves.

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