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

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 ± 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.

# # #