

DATE: August 26, 2014

TO: Mark Dugan
Campaign Manager
Brownback for Governor, Inc.

FROM: Pat McFerron
President
Cole Hargrave Snodgrass & Associates, Inc.

RE: A Survey of 500 Likely Voters in Kansas
Interviewing conducted August 17-20, 2014
Margin of error: +/- 4.3%

KEY FINDINGS

- Sam Brownback currently has a one point lead over Democrat challenger Paul Davis (43% Brownback vs. 42% Davis).
- We are beginning to see Brownback putting together the traditionally successful Republican coalition in Kansas as we see him moving in a positive direction among key constituencies.
- Paul Davis is still largely unknown to the voters. In the last three months, he has seen his negatives double, while his favorable rating has only increased 4 points (from 28% to 32%) since our May study.
- The job performance ratings of President Obama show a deep dissatisfaction for his policies among Kansas voters. Only 6% rate Obama's job performance as "excellent" while 52% rate it as poor. Among those currently undecided on the governor's race, 61% say Obama is doing a poor job, while only 5% rate it as excellent.
- It is clear, the Democrat base has come together quicker than the Republican base; however, there is clearly more room for the Republican base to grow. This is starting to happen and is evident in Brownback's improved performance among unaffiliated voters.

Cole Hargrave Snodgrass & Associates (CHS) is pleased present this summary of findings of its recent survey of registered Kansas voters likely to vote in this fall's gubernatorial election. Balanced for geography, partisan affiliation, gender and age, this study follows the structure of our 20 years of successful polling in Kansas. Interviews were conducted on both land and mobile lines.

About Cole Hargrave Snodgrass & Associates and Pat McFerron

Cole Hargrave Snodgrass & Associates (CHS) is one of a very few nationally recognized political polling firms in the nation that is not headquartered on one of the coasts. Since 1989, the firm has developed an expertise in surveying the political landscape in its home state of Oklahoma, in surrounding states and throughout the nation. The firm's history in Kansas dates to 1993 and includes the publication of the **The Kansas Report** during the 1996 election cycle. Since that time, CHS has regularly been involved in both political and marketing research in Kansas.

Pat McFerron, a Kansas native, has been the Director of Survey research at Cole Hargrave Snodgrass & Associates since he joined the firm in 1999 and became President of the firm in 2012. McFerron has supervised more than 100 surveys in Kansas ranging from local elections to those for US Senate, Congress and Governor, and analyzed than a thousand studies across the nation.