

Kansas Governor's Race Poll Spring 2018



Prepared For
The Citizens of Kansas

By
**The Docking Institute of Public Affairs
Fort Hays State University**

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Mission:

To Facilitate Effective Public Policy Decision-Making.

The staff of the Docking Institute of Public Affairs and its University Center for Survey Research are dedicated to serving the people of Kansas and surrounding states.

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Table of Contents

Introduction and Methods.....	1
Findings.....	1
Appendix 1: Demographic Characteristics of the Sample	4
Appendix 2: Candidates' Rating by Age	5
Appendix 3: Candidates' Rating by Education	5
Appendix 4: Candidates' Rating by Gender	5
Appendix 5: Candidates' Rating by Household Income	5
Appendix 6: Candidates' Rating by Party Affiliation	6

List of Figures

Figure 1: Recognition of Candidates.....	2
Figure 2: Rating of Candidates.....	3

Introduction and Methods

The Docking Institute of Public Affairs at Fort Hays State University surveyed a random sample of adult residents of Kansas, age 18 and older, to assess their rating of the candidates of the 2018 Kansas gubernatorial election. The survey sample consists of random Kansas landline telephone numbers and cellphone numbers. From March 19 to April 2nd, a total of 1,405 Kansas residents were contacted by telephone, and 367 of them completed the survey, resulting in a 26.12% response rate (367/1,405). At a 95% confidence level, the margin of error for the full sample of 367 is 5.12%. A margin of error of 5.12% means that there is a 95% probability that findings among the sample vary no more than +/- 5.12% from the value that would be found if the entire population of interest (adult Kansas residents) were surveyed, assuming no response bias. The demographic information of the sample can be found in Appendix 1.

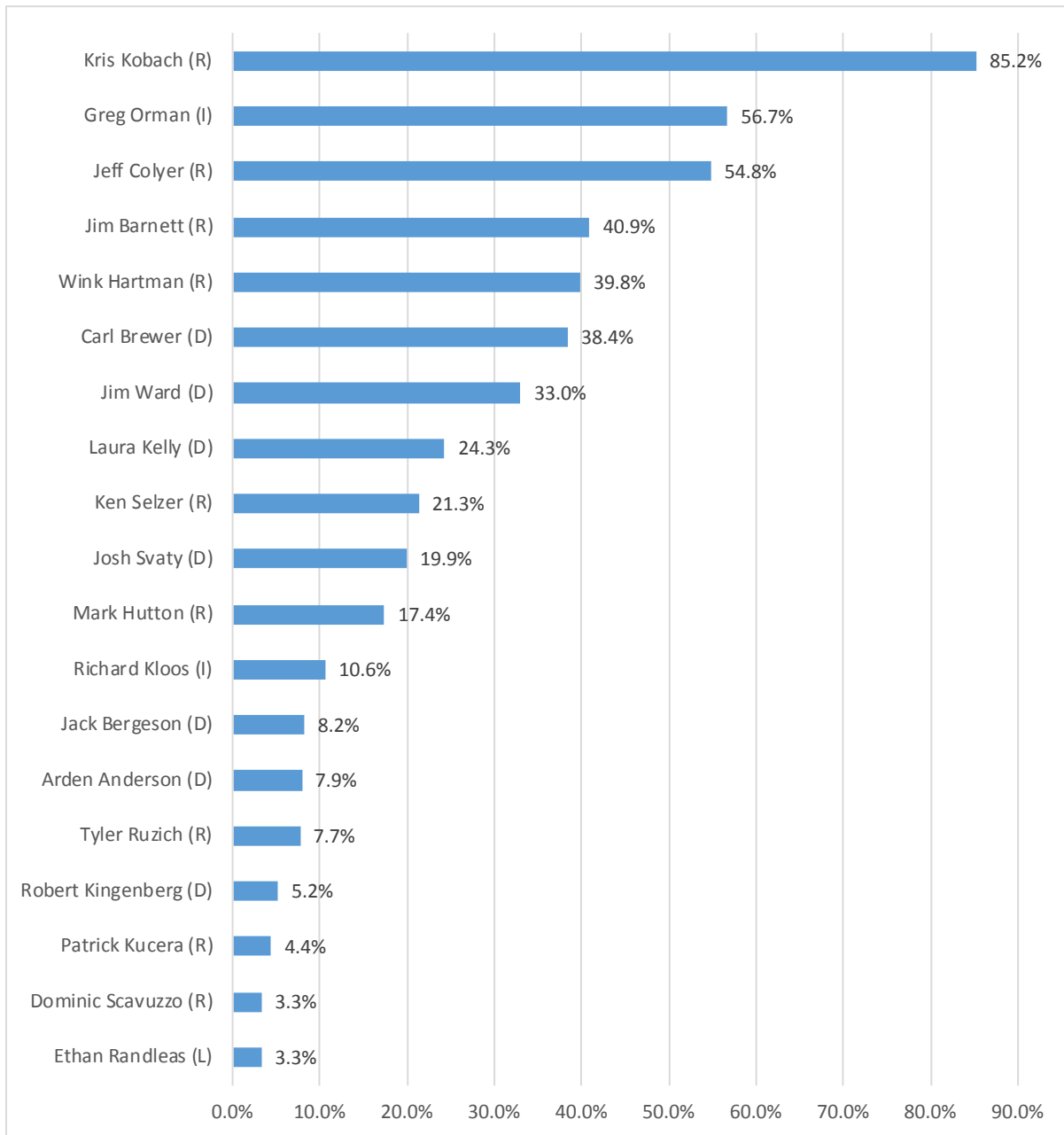
Findings

The poll asks two questions. The first question lists the 19 candidates in the 2018 gubernatorial election race and asks respondents if they know each candidate. Among all the candidates, Kris Kobach received the highest recognition. More than eighty percent (85.2%) of the respondents knew Kris Kobach. Greg Orman and Jeff Colyer received the second and third highest recognition. Less than 4 percent (3.3%) of respondents knew Dominic Scavuzzo and Ethan Randleas, who ranked the lowest (Figure 1).

The second question asks respondents to rate the candidates they knew using a scale from 0 to 10, with 0 meaning highly negative and 10 meaning highly positive. Figure 2 shows that Laura Kelly received the highest rating among the respondents who knew her. More than half (52%) of respondents who knew her selected a score higher than 5. The mean score for Laura Kelly was 6.49. Almost half (49.9%) of the respondents who knew Kris Kobach rated him less than 5. The mean score for his rating is the second lowest among all the candidates.

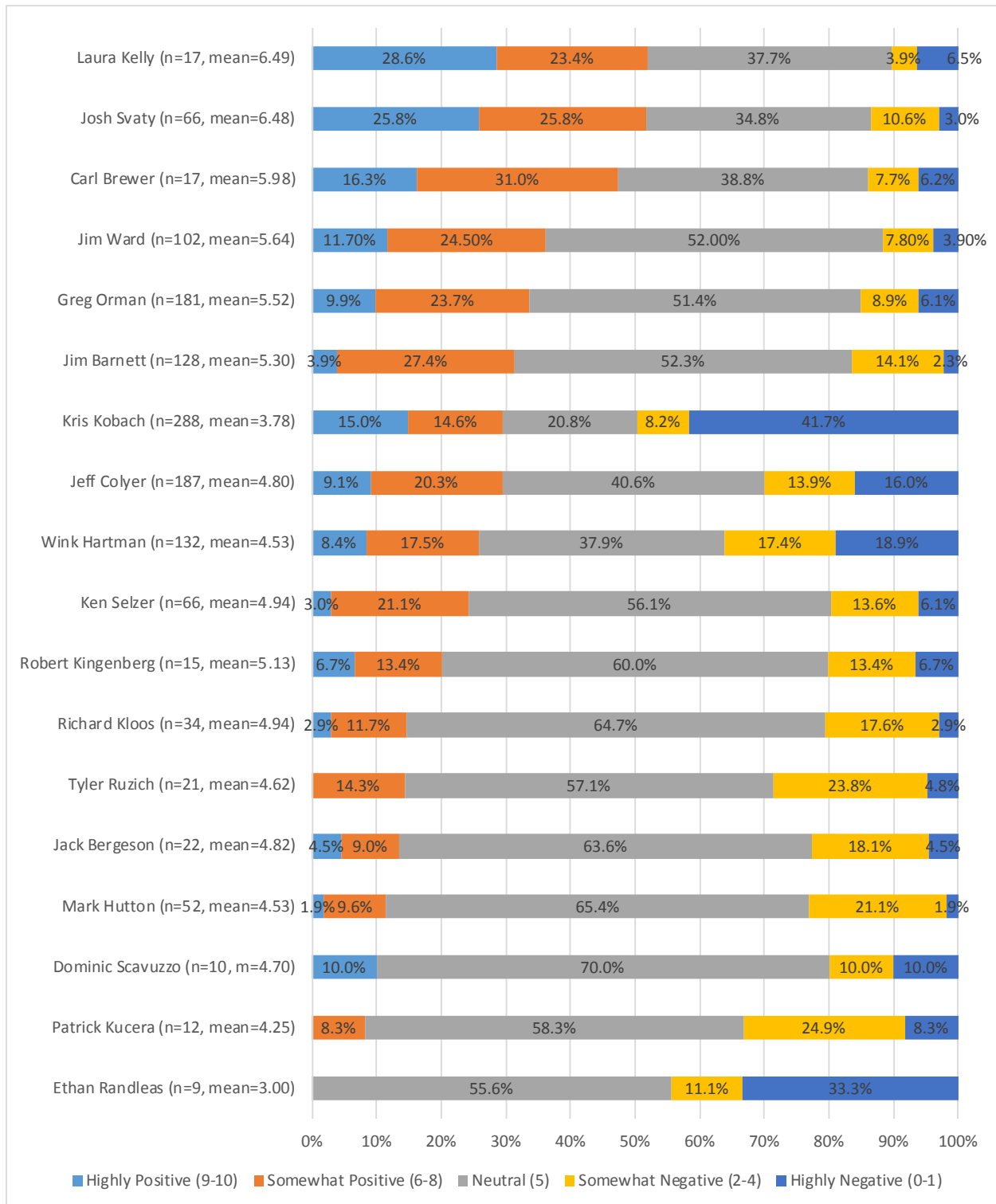
ANOVA analyses were conducted to examine if the ratings of candidates vary by their age, education, gender, income and party. The statistically significant results are presented in Appendices 2-6. In general, respondents with higher education levels tended to give higher ratings to Laura Kelly and Jim Ward, but to give lower ratings to Wink Hartman and Kris Kobach (Appendix 3). Kris Kobach received higher ratings among male respondents (Appendix 4). Respondents with higher household income tended to rate Laura Kelly higher (Appendix 5). Respondents' party affiliation affected their rating on a few candidates who received high recognition. In general, Republicans, especially strong Republicans, tended to rate Jeff Colyer, Wink Hartman, and Kris Kobach high. Democrats, especially strong Democrats, tended to rate Carl Brewer and Jim Ward high (Appendix 6).

Figure 1: Recognition of Candidates



Question: *Please tell me if you have heard of any of the following candidates for governor?*

Figure 2: Rating of Candidates



Question: Please rate the following on a scale from 0 to 10, with 0 meaning highly negative, 5 meaning neutral, and 10 meaning highly positive.

Note: Arden Anderson's rating is not available.

Appendix 1: Demographic Characteristics of the Sample

Social Indicators		Survey Sample
Household Income		(n=311)
	\$0-\$19,999	6.4%
	\$20,000-\$39,999	16.7%
	\$40,000- \$59,999	18.9%
	\$60,000-\$79,999	20.6%
	\$80,000-\$99,999	11.6%
	\$100,000 or more	26.4%
Education		(n=359)
	Less Than High School	4.2%
	High School Diploma	11.7%
	Some College	24.5%
	Associate or Technical Degree	10.6%
	Bachelor Degree	24.5%
	Masters, Law Degree, or Doctoral Degree	24.5%
Age		(n=357)
	18-29 Years Old	4.5%
	30-39 Years Old	7.8%
	40-49 Years Old	12.0%
	50-59 Years Old	16.5%
	60-64 Years Old	9.8%
	65 Years Older and Older	49.3%
Political Party Affiliation		(n=344)
	Strong Republican	24.4%
	Not Very Strong Republican	9.9%
	Independent Leaning Republican	16.3%
	Independent	13.7%
	Independent Leaning Democrat	13.4%
	Not Very Strong Democrat	6.7%
	Strong Democrat	15.7%
Gender		(n=359)
	Male	50.4%
	Female	49.6%

Appendix 2: Candidates' Rating by Age (Statistically Significant Relationship Shown)

	18-29	30-39	40-49	50-59	60-64	65&Above
Greg Orman	5.00	5.00	5.00	6.27	4.36	5.77

Appendix 3: Candidates' Rating by Education (Statistically Significant Relationships Shown)

	Less than High School	High School Diploma or GED	Some College	Associates or Technical Degree	Bachelor Degree	Postgraduate Degree
Wink Hartman	2.75	5.38	5.06	3.94	5.27	3.41
Laura Kelly	10.00	5.13	5.27	6.00	6.11	7.47
Richard Kloos	10.00	5.00	4.86	4.29	5.00	4.88
Kris Kobach	7.38	4.52	4.57	3.50	3.89	2.50
Jim Ward	7.50	4.00	5.75	5.17	5.28	6.32

Note: Only one respondent whose education level was less than high school rated Laura Kelly and Richard Kloos. Two respondents whose education level was less than high school rated Jim Ward.

Appendix 4: Candidates' Rating by Gender (Statistically Significant Relationship Shown)

	Male	Female
Kris Kobach	4.28	3.28

Appendix 5: Candidates' Rating by Household Income (Statistically Significant Relationships Shown)

	\$0 - 19,999	\$20,000 - 39,999	\$40,000 - 59,999	\$60,000 - 79,999	\$80,000 - 99,999	\$100,000 and above
Laura Kelly	0.50	5.75	6.82	5.56	6.60	7.55
Kris Kobach	4.92	3.33	4.59	4.43	4.55	2.66

Appendix 6: Candidates' Rating by Party Affiliation (Statistically Significant Relationships Shown)

	Strong Republican	Not Very Strong Republican	Independent Leaning Republican	Independent	Independent Leaning Democrat	Not Very Strong Democrat	Strong Democrat
Carl Brewer (D)	5.30	7.00	5.68	6.24	5.00	6.83	7.50
Jeff Colyer (R)	6.34	4.89	5.97	4.05	3.51	5.17	3.29
Wink Hartman (R)	5.61	4.86	5.21	4.53	2.85	5.63	2.07
Kris Kobach (R)	6.64	3.61	5.52	3.56	0.68	2.75	1.33
Jim Ward (D)	4.94	5.57	5.07	5.00	6.00	6.25	7.00

End of Report

