

VCreek/AMG Polling

ROBERTS HAS LEAD, BROWNBACK FACING HEADWINDS WITH BASE

Crosstabs:

Likely KS GOP Primary Voters, May 18--June 13, N = 8,820											
Vote For	With Persuadable	Brownback	Davis	Und	Male	Female	18-34	35-44	45-54	55-64	65-Older
Roberts	46.65	49.43	25.73	35.7	44.28	38.29	39.3	35.3	36.3	40.21	43.52
Wolf	24.84	21.33	30.05	13.3	25.03	18.29	20.3	19.4	23	22.61	20.17
Truly Und	27.29	29.07	44.02	50.8	30.52	43.41	40.3	45.2	40	37	36.15

Methodology: We used a likely voter model using a sample of registered Republicans in Kansas with a demonstrated propensity to vote in primary elections. Using a proprietary algorithm based on demographic, census and consumer data each voter was assigned a score of correlation to conservative. Polling was based on filling quotas via land line IVR interview of correlational score groups. Polling by score group reduces the need for cell phone interviews as comparably correlated voters are so similar, therefore phone mode is not as large a variable as it is in random digit dialing.

The survey was conducted May 18—June 13, 2014. The Margin of error, with a 95% confidence interval is 1.03%. There were 8,820 completed surveys.

About: VCreek/AMG is a marketing analytics firm providing polling, market research, data analysis and applied social science and market anthropology to corporate and political clients. This poll was paid for by the Pat Roberts for US Senate Campaign Committee.