

## MEMORANDUM

**TO:** DCCC Independent Expenditure  
**FROM:** Geoff Garin, Mark Bunge, and Jessica Wintfeld  
**DATE:** October 10, 2016  
**RE:** Key Findings from KS-03 Survey

**BOTTOM LINE:** KS-03 is emerging as a strong pick-up opportunity for Democrats this year. Despite the district's 19-point Republican registration advantage, Donald Trump is deeply unpopular here, trailing Hillary Clinton by 10 points and creating a significant drag at the top of the ticket. Sam Brownback's failed tenure as governor has further tarnished the Republican brand in Kansas and creates a particular challenge for Kevin Yoder, who, as state representative, helped develop the disastrous and despised tax and school funding cuts implemented by Governor Brownback.

### KEY FINDINGS:

- 1. Hillary Clinton leads Donald Trump in KS-03.** Clinton currently holds a 10-point (52% to 42%) lead over Donald Trump in the presidential race. KS-03 is exactly the type of educated, suburban district that usually leans Republican but is rejecting Donald Trump's ugly, divisive brand of politics, creating a significant drag for down-ballot candidates. Trump's personal favorability is negative by two to one, at 28% favorable, 61% unfavorable, including 48% who are *very* unfavorable. It is important to note that most of the interviews were conducted *before* the video of Trump bragging about sexual assault was released, and his standing has eroded even further over the past few days.
- 2. Kevin Yoder is highly vulnerable, and the congressional race is within the margin of error.** Despite being significantly outspent, Jay Sidie currently trails incumbent Republican Kevin Yoder by just five percentage points (45% to 50%) in the two-way trial heat, and by four points in the three-way trial heat including Libertarian candidate Steve Hohe (40% Sidie, 44% Yoder, 9% Hohe).
  - Kevin Yoder is well known but not well liked. Nine in 10 voters already know Kevin Yoder, but his favorability rating is weak, at just 35% favorable, 34% unfavorable. Yoder is seen as a partisan politician who is in the pocket of special interests: only 30% have confidence in Yoder being independent rather than following the party line (57% have doubts), and only 30% have confidence that he puts the people of Kansas before the special interests (58% have doubts).

- Yoder's connection to Sam Brownback is also a major concern for voters. The governor is deeply unpopular in this district, with a favorability rating of just 19% favorable to 66% unfavorable, including 54% very unfavorable.
- Jay Sidie has room to grow. Not surprisingly, political outsider and first-time candidate Jay Sidie is not yet a household name in KS-03, but his favorability ratings among the three in 10 voters who *do* know him are very solid, at better than two to one positive. In fact, in the generic congressional trial heat, voters prefer a Democrat over a Republican by 49% to 44%, indicating a clear path for Sidie once they learn more about the candidates and the choice in this election.