

State of The Race – January 13, 2026

The Kentucky Senate race remains a two-man race with the ballot now narrowing to 42 Cameron—27 Barr—11 Morris. Images come in at Cameron 65/13, Barr 44/13, and Morris 16-11. If President Trump were to endorse Barr, he wins 47 Barr—31 Cameron—10 Morris. If President Trump were to do a dual endorsement of both Barr and Morris, Barr would win 37 Barr—31 Cameron—15 Morris.

There will soon be work to needs to be done against Cameron and potentially more work to be done against Morris, but the current priority for anyone hoping to help Barr remains boosting his image to continue the natural erosion of Cameron on the ballot (his intensity has collapsed and he doesn't have the resources to stop the bleeding, but his goodwill remains because there isn't a well-known enough alternative yet — having a well-known, acceptable alternative is important right now before any definition comes against DC). Until the Barr campaign is in a position to handle this definition on their own, it is up to others to help continue to boost him.

Kentuckians in Louisville, Evansville, Bowling Green, and Paducah, along with voters statewide on streaming, Fox News Cable, and text lists need to hear more about Andy Barr and his support of President Trump, along with the Presidents praise of Barr. The most recent public advertisement that ran was fantastic and could be seen by far more Kentuckians as frequently as possible. This information being pushed to those Kentuckians beginning next week, 4 months out from the primary, would make sense. If resources allow, this type of message could receive another 1500 GRPs in these markets listed before any new information would need to be introduced.

It would also be wise for Kentuckians to begin to learn through their mailboxes in early February about Barr's strong work with President Trump and President Trump's strong quotes of praise for Barr — this is especially important for voters in the Nashville and Cincinnati markets along with those voters out east not receiving broadcast. A hardcore group of conservatives statewide could also be wise to consider if resources allow. These targets would change and expand as television markets change closer to the election.